



2027 Advertising Contract - Premium Placement

OFFICIAL VISITOR GUIDE

Advertiser Name: _____ Contact Name: _____

Street Address: _____

City/State/Zip _____

Phone: _____ Email: _____

Advertiser agrees to buy and Publisher (Official Visitor Guide Joint Venture) agrees to publish advertising as follows:

PREMIUM PLACEMENT ADS

- ☐ Inside Front Cover\$18,610
- ☐ Back Cover\$18,610
- ☐ Facing Inside Front Cover\$17,970
- ☐ Facing Welcome Page\$17,970
- ☐ Facing Table of Contents\$17,970
- ☐ Facing Intro Page\$17,970
- ☐ Facing Inside Back Cover\$17,715
- ☐ Inside Back Cover\$17,715
- ☐ Welcome Page (1/2 page H)\$9,480
- ☐ Table of Contents (1/2 page H)\$9,480
- ☐ Facing Events (1/2 page H)\$9,480

ADDITIONAL OPPORTUNITIES

Check the **left boxes** next to the items you will purchase and also check one of the **circles on the right** to indicate the quantity.

Quantity Ordered = **1 2 3 4**

- ☐ Coupon \$740 ☐ ☐ ☐ ☐
- ☐ Online Video \$135 ☐ ☐ ☐ ☐
- ☐ Additional Listing (in digital listings only) \$85 ☐ ☐ ☐ ☐
- ☐ Enhanced Listing (in digital listings only) \$85 ☐ ☐ ☐ ☐
- ☐ Photo w/Caption (in digital listings only) \$75 ☐ ☐ ☐ ☐

COUPON POLICY

Ads MAY NOT include coupon offers. If they do, advertiser will be required to either submit a revised file or pay an additional **\$740** for the coupon.

FILE: NEW OR PICK-UP?

- ☐ New ad file will be sent ~or~ ☐ Use 2026 File
- ☐ New coupon file will be sent ~or~ ☐ Use 2026 File

COST CALCULATOR

Ad Cost \$ _____
+ Coupons \$ _____
+ Add'l Opportunities (total) \$ _____
= Total Purchased \$ _____
- 10% Early Bird Discount \$ _____
= Total Amount Due \$ _____
50% Deposit \$ _____

Deposit Due 9/22/26 for Early Bird Discount

50% Balance \$ _____

Balances are due 12/1/26
Early Bird Discount will be forfeited
if this deadline is not met.

EARLY BIRD DISCOUNT POLICY

In order to receive the Early Bird Discount, a signed contract and 50% deposit must be received by **9/22/26 and the final balance due must be received by 12/1/26**

Advertiser agrees to pay the Total Amount Due for advertising and enhancements by the deadlines.

_____ Advertiser Initials

IMPORTANT DATES

10% Early-Bird Discount (with 50% Deposit) **9/22/26**
Ad Reservations Deadline (with 50% Deposit) **10/6/26**
Ad Materials Deadline **10/13/26**
Balance Due for All Ads & Enhancements **12/1/26**
Publication Date **Feb. 2027**

PUBLISHER'S POLICIES

The Official Visitor Guide for Colorado Springs and the Pikes Peak Region will not be bound by any condition, printed or otherwise, appearing on insertion orders, copy instructions, copy itself or contracts when such conditions conflict with policies or the provisions of this order form. Advertisers and their advertising agencies assume liability for all contents (including text, representation and illustration) of advertising and also assume responsibility for any claims arising against the Publisher as a result thereof.

Publisher reserves the right to cancel or reject any advertising that is considered to be (at the Publisher's sole discretion) in poor taste, a diversion from the objectives of the publication or does not meet the technical specifications and design standards of the Publisher. Publisher has made every effort to maintain the accuracy of information included in the Official Visitor Guide and accepts no responsibility for errors, changes or omissions.

Publisher shall not be responsible or liable for failure to publish any advertisement or copy when caused by fires, labor disputes, strikes, government restrictions, war, riot, insurrection, acts of terrorism, natural disasters, weather, acts of God or other circumstances beyond the reasonable control of Publisher. If failure to publish any advertisement copy of the advertiser is the fault of Publisher, the sole liability of Publisher shall be the return of the actual amount paid by the advertiser, and in no event will Publisher be liable for any lost profits or consequential, special or any other damages of any kind. Failure to pay for ad placement as outlined by this contract may result in Publisher not publishing the ad.

PAYMENT POLICIES

Early Bird Discount is a **10%** discount that applies only to contracts received with a 50% deposit by **Sept. 22, 2026** AND final payment by **Dec. 1, 2026**. No exceptions. The Early Bird Discount applies to all advertising opportunities. Accounts are due and payable as listed on this contract. Failure to pay as agreed may result in the ad not running and will result in billing at full rate with a finance charge of 1.5% per month on accounts over 30 days past due. Advertiser is liable for all collection costs and attorney fees. No ads may be placed in the 2027 guide if there is an outstanding balance for any previous edition or if dues or other payments are owed to the VCOS or PPRAA on **December 1, 2026**.

PAYMENT INSTRUCTIONS

Make Checks Payable to: Official Visitor Guide

Address: Visit Colorado Springs Information Center - 515 S. Cascade Ave. Colorado Springs, CO 80903

Credit Card Payments: Fill in credit card info below or call Amy Long at (719) 685-7630 or Reed Tafel at (719) 685-7622.

FORM OF PAYMENT

Check # _____ ☐ Credit Card ☐ Cash Deposit Paid: \$ _____

Credit Card #: _____ Exp. Date: _____

Name on Card: _____

Billing Address for Card: _____

City: _____ State: _____ Zip Code: _____

Signature: _____

Email for Receipt: _____ ☐ You have my permission to charge the balance on 12/1/26