

2027 OFFICIAL VISITOR GUIDE

Early-Bird Deadline

9.22.26

RATE CARD



Get in front of hundreds of thousands of people with an advertisement and eye-catching enhancements in the **2027 Official Visitor Guide**. Save 10% on your entire purchase when you pay by **both** deadlines!

PREMIUM AD PRICING*

Inside Front Cover full-page (pg 2)	\$18,610
Back Cover full-page (pg 68)	\$18,610
Facing Inside Front Cover full-page (pg 3)	\$17,970
Facing Welcome Page full-page (pg 5)	\$17,970
Facing Table of Contents full-page (pg 7)	\$17,970
Facing Intro Page full-page (pg 9)	\$17,970
Facing Inside Back Cover full-page (pg 66)	\$17,715
Inside Back Cover full-page (pg 67)	\$17,715
Welcome Page 1/2-page horizontal (pg 4)	\$9,480
Table of Contents 1/2-page horizontal (pg 6)	\$9,480
Facing Events 1/2-page horizontal (pg 13)	\$9,480

**2026 premium advertisers have the right of first refusal for 2027 premium placements. To inquire about availability, please write to Amy@VisitCOS.com.*

STANDARD AD & ENHANCEMENT PRICING

Full Page	\$14,950
2/3 Page	\$9,800
1/2 Page (horizontal or vertical).....	\$8,750
1/3 Page	\$5,800
1/4 Page	\$4,450
1/6 Page	\$3,050
Native Ad (New! 12 available).....	\$900
Coupon**	\$740
Online Video	\$135
Additional Listing (in digital listing PDF only).....	\$85
Enhanced Listing (in digital listing PDF only).....	\$85
Photo w/Caption (in digital listing PDF only)	\$75

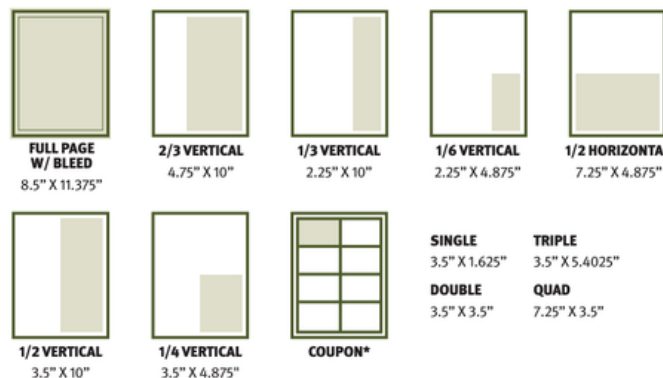
***Coupons are available only to those who also purchase an advertisement of 1/6 page or larger. No display ads will be accepted that include discount offers unless the coupon fee is paid.*

FAST FACTS

- **Printed Quantity:** 340,000
- **Local Distribution:** Meeting attendees, event competitors, residents, military personnel and leisure travelers
- **Regional & National Distribution:** Racks located in Colorado cities, surrounding states and in Texas; mailed throughout the U.S. through online orders
- **Online Accessibility:** Digital version available through the PPRA and Visit COS websites
- **Digital Listings:** All PPRA & Visit COS members/partners are included in the digital listings PDF (VisitCOS.com/listings)

AD & COUPON SIZES

See spec sheet for details



More information: VisitCOS.com/ovg-ad-specs

Advertising & Enhancement Options

NATIVE ADS & ENHANCEMENTS

NEW IN 2027: NATIVE AD

A compact, editorial-style ad that fits in naturally with guide content for added visibility and impact. A Native Ad includes a photo and short copy in both the print and digital guides. Limited to one per company.

Note: this placement has an earlier deadline (September 22, 2026), so we can fit it into the article where it makes the most sense.

COUPON

Coupons are a great way to get customers through your door. They will appreciate the extra savings! To qualify for a coupon, you must buy an advertisement in the printed guide that is 1/6-page or larger.

ONLINE VIDEO

Add a video that will be located on top of your ad in the electronic version of the guide. You provide a link to an existing YouTube video and we'll do the rest!

ENHANCED & ADDITIONAL LISTINGS

Enhancing your business listing with color and an outline makes it stand out in the digital PDF listings. Additional listings are available to purchase if your business qualifies for multiple categories.

PHOTO WITH CAPTION

This low-cost option will run in the digital PDF listings found at VisitCOS.com/listings.

EARLY-BIRD DISCOUNT

Get 10% OFF your ENTIRE PURCHASE if the deposit is paid and the signed contract is received by Tuesday, **September 22, 2026**. To receive the discount, the remaining balance must be paid by Tuesday, **December 1, 2026**. **Deadlines are firm - no exceptions.**

PRICING & PAYMENT

Prices are net and do not include agency commission. **The 10% Early-Bird discount applies ONLY to contracts received with 50% deposit paid on or before September 22, 2026 and the remaining balance paid on or before December 1, 2026.**

Accounts are due and payable as scheduled above. Contracts for 2027 may be accepted only from organizations that are current with VCOS and PPRA organization dues and paid in full for previous years' advertising, including all finance charges and fees.

Non-members of the VCOS or PPRA may advertise in the OVG for a 50% premium. Business must be located in El Paso, Teller or Fremont County.

Send all contracts, checks & correspondence to:

Amy@VisitCOS.com or

Visit Colorado Springs

Attention: Official Visitor Guide

515 South Cascade Ave, Colorado Springs, CO 80903

Make checks payable to: Official Visitor Guide

We accept: AMEX, Discover, Mastercard & Visa

DEADLINES

10% Early-Bird Discount (with 50% Deposit)**Sept. 22, 2026**
Ad Reservations Deadline (with 50% Deposit)**Oct. 6, 2026**
Ad Materials Deadline **Oct. 13, 2026**
Balance Due for all ads & enhancements **Dec. 1, 2026**
Publication Date **Feb. 2027**

CONTACTS

For questions, reservations, payments and graphic designer recommendations, please contact:

719.685.7630 | Amy@VisitCOS.com

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719.685.5894 | PK@Pikes-Peak.com