



visit
**COLORADO
SPRINGS**



2024 DIGITAL ADVERTISING GUIDE

Destination Signals supports Visit Colorado Springs with community activation — connecting local businesses with motivated travelers and locals.



destination
signals

ADVERTISING OVERVIEW

VISITCOS.COM REACHES VISITORS BEFORE, DURING, AND AFTER THEIR VACATION & TRAVELS

Through our strategic marketing platforms, your business can connect with millions of adventurous travelers looking to discover and enjoy the very best our community has to offer. We have options for any budget and experts ready to assist you every step of the way.

4.7M+ ANNUAL PAGEVIEWS ON WEBSITE

62% OF WEBSITE VISITORS ARE AGED 25-54

72% OF WEBSITE VISITS ARE ON MOBILE



OUR VALUE PROPOSITION:

Travelers view the VisitCOS.com brand as a **TRUSTWORTHY** resource, giving you a perfect platform to begin new conversations.

AMPLIFY your visibility with a highly-motivated audience of domestic and international travelers. **CRAFT** engaging campaigns with our in-house advertising specialists.

Your **SUPPORT** and advertising dollars help power ongoing marketing campaigns that **INFLUENCE** increased visitation and spending within our community.

COLLABORATE with our team to measure your campaigns, **GAIN** valuable insights about traveler behavior and decision making.

TO GET STARTED, PLEASE EMAIL ASHLEY.FREEBURG@DESTINATION SIGNALS.COM

FREQUENTLY ASKED QUESTIONS

1 WHO IS DESTINATION SIGNALS?

In partnership with the Visit Colorado Springs, Destination Signals manages all digital advertising and sponsored content opportunities on VisitCOS.com

2 CAN I PLACE SHORT TERM OR SEASONAL PLACEMENTS?

Absolutely! We accommodate both long and short-term runs and give you full flexibility when, where, and how you place sponsored content on the site

3 I HAVE MULTIPLE THINGS I'D LIKE TO PROMOTE, HOW OFTEN CAN I CHANGE OUT THE ADS?

We allow for unlimited updates to the sponsored content placed on the site. You can swap content in and out as much as you'd like. Just allow for at least a 2-3 day lead time to make sure things get properly scheduled

HOW DOES BILLING WORK?

4 Invoices are sent digitally via email from Destination Signals. Those can be paid online monthly, quarterly, or annually

5 HOW WILL I KNOW IF MY CONTENT IS PERFORMING?

Destination Signals will provide detailed quarterly and/or monthly reporting to all businesses that participate in the program

6 HOW DO I BUILD OUT MY SPONSORED CONTENT ADS?

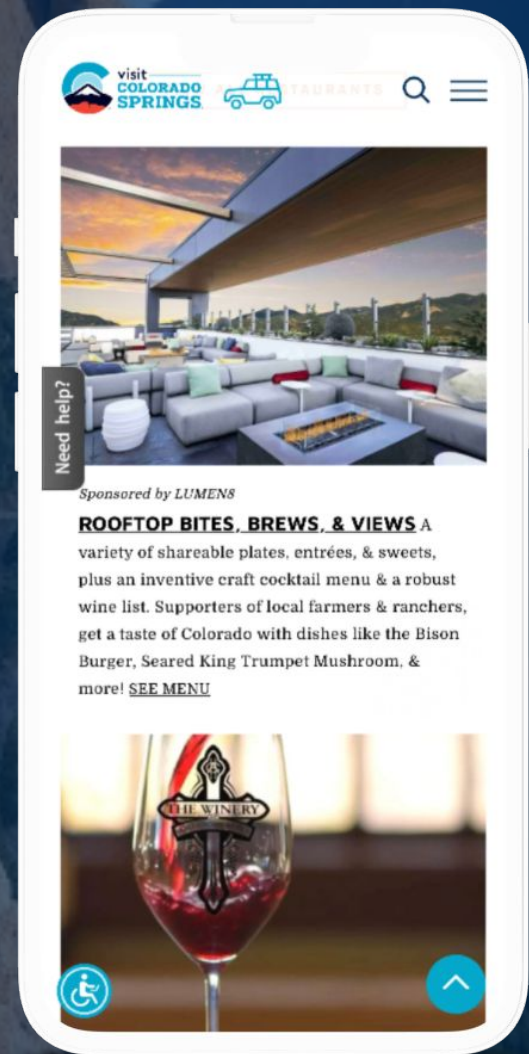
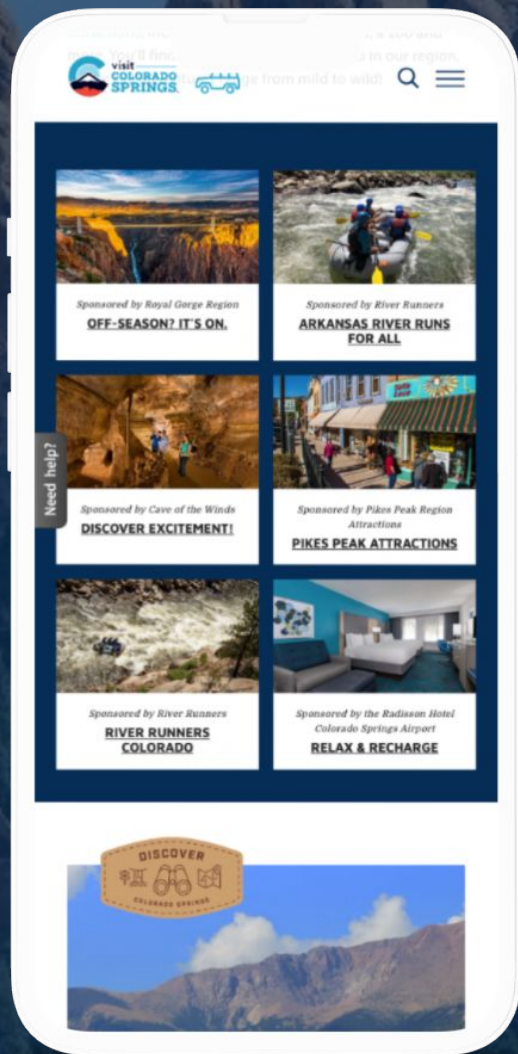
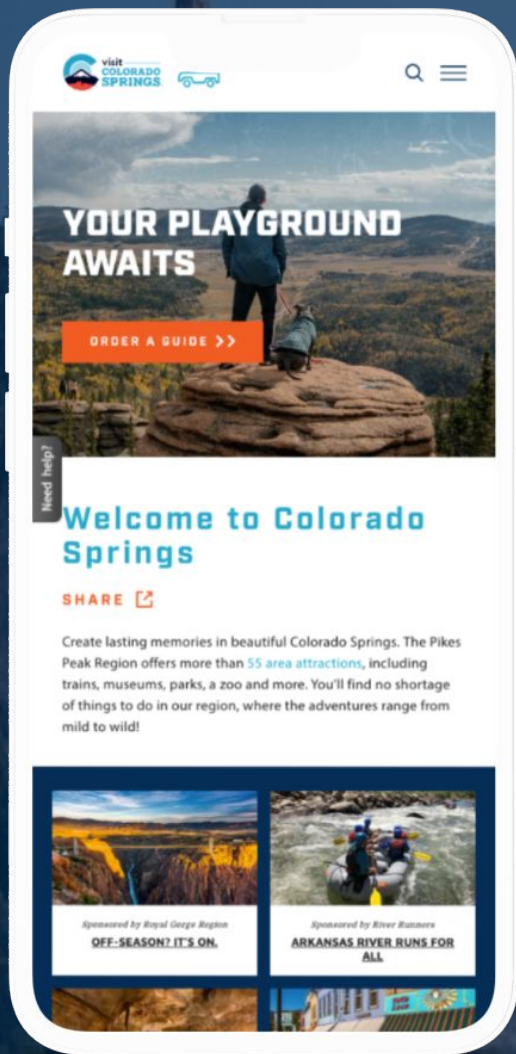
Destination Signals offers a turnkey service that will assist you in building out your ad content as a complimentary service

7 I HAVE MULTIPLE BUSINESSES THAT I NEED TO PROMOTE, CAN I PURCHASE ONE SPOT FOR BOTH?

Yes. Through A/B testing we can promote two different businesses or offerings with a single spot. Some placements can also have the content split up so you are promoting relevant ads in the section they are appearing on the site

DIGITAL ADVERTISING

DIGITAL ADVERTISING & SPONSORED CONTENT THROUGH VISITCOS.COM



FEATURED PARTNER

INSPIRE VISITORS, BE ONE OF THE FIRST THINGS THEY SEE WHEN THEY LAND ON OUR WEBSITE

SPECS

IMAGE: 640x360 pixels

TITLE: 35 characters

***Character count includes spaces

 PLAN YOUR TRIP



Need help?



Welcome to Colorado Springs

SHARE 

Create lasting memories in beautiful Colorado Springs. The Pikes Peak Region offers more than [55 area attractions](#), including trains, museums, parks, a zoo and more. You'll find no shortage of things to do in our region, where the adventures range from mild to wild!

Six (6) Partners rotate through these six spots. Appears near the top of the page.

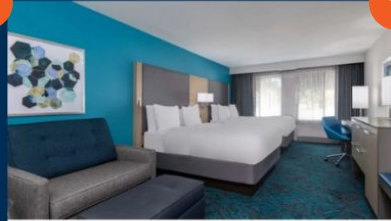
Need help?



Sponsored by Royal Gorge Rafting
EPIC RAFTING IN THE ROYAL GORGE



Sponsored by Pikes Peak Region Attractions
PIKES PEAK ATTRACTIONS



Sponsored by the Radisson Hotel Colorado Springs Airport
RELAX & RECHARGE



Sponsored by Cave of the Winds
DISCOVER EXCITEMENT!

FEATURED CONTENT

TELL YOUR STORY THROUGH THIS LARGE FORMAT DISPLAY, ROTATE THROUGH THE THREE SPOTS

SPECS

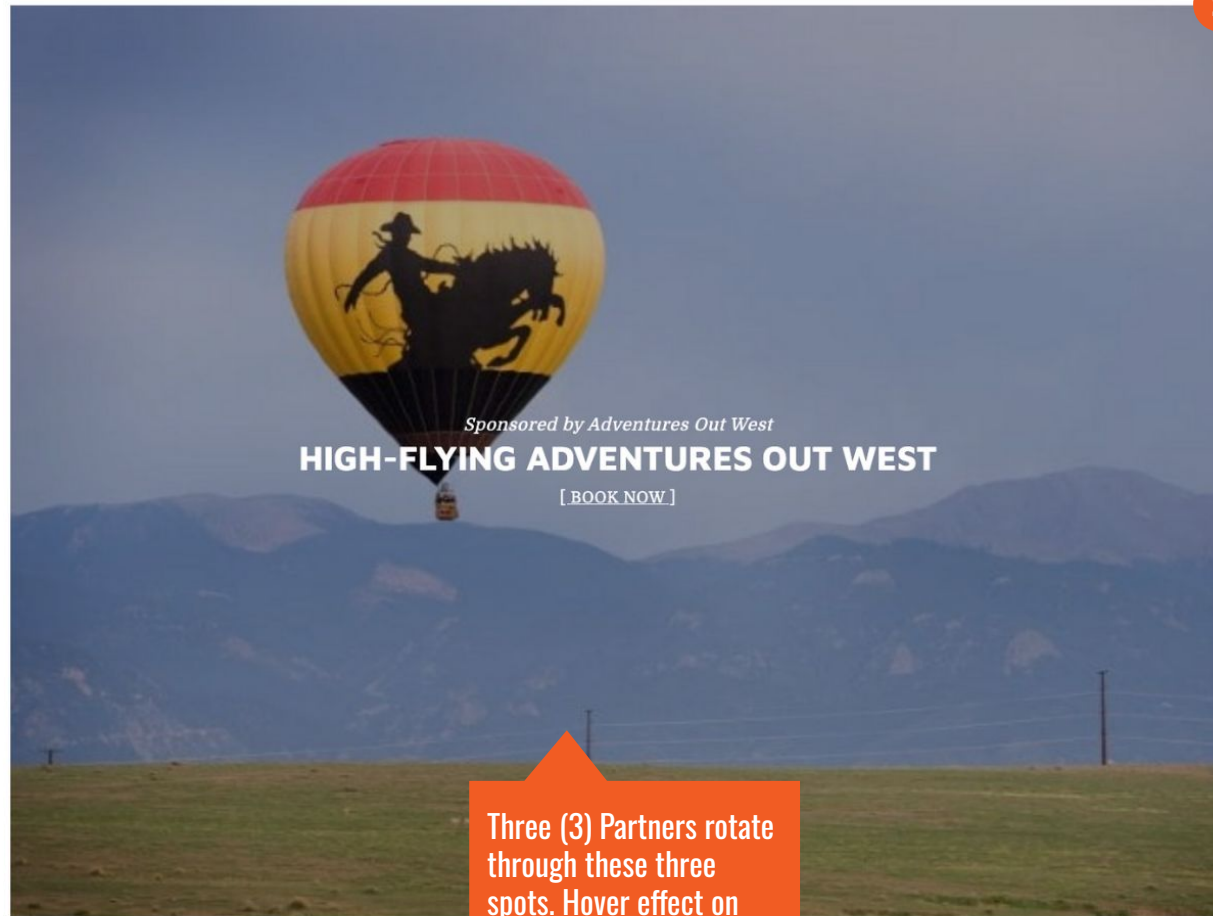
IMAGE: 640x480 pixels

TITLE: 35 characters

BODY: 250 characters

***Character count includes spaces

 PLAN YOUR TRIP



2



2



2

Three (3) Partners rotate through these three spots. Hover effect on desktop that displays your content


TOP DIGITAL OPTIONS

***MONTHLY RATES

	FEATURED PARTNER	FEATURED CONTENT	FEATURED BLOCK
RUN OF SITE	-	-	SOLD OUT
RUN OF BLOG	-	\$110.00	-
HOMEPAGE	\$195.00	\$145.00	-
THINGS TO DO	\$315.00	\$255.00	-
ATTRACTIONS	\$45.00	\$40.00	-
OUTDOORS	\$55.00	\$45.00	-
EVENTS	\$135.00	\$70.00	-
WHERE TO STAY	SOLD OUT	\$25.00	-
DINING & NIGHTLIFE	\$40.00	\$20.00	-

SPONSORED BLOG

PROMOTE YOUR STORY,
LEVERAGE THE FULL POWER OF
VISITCOS.COM

 PLAN YOUR TRIP



3

Sponsored Content

UPDATED: NOVEMBER 1, 2023

Top 5 Reasons to Plan a Wine Tasting Tour in Colorado Springs

SHARE 

Enjoy a tasting, explore new sights, and bring home a piece of your weekend with a bottle of your favorite wine.



SPONSORED BLOG OPTIONS

	MONTHLY RATES	WHAT'S INCLUDED
1-MONTH (EVENT GUIDE) BLOG	\$450.00	WORD COUNT: At Least 500 LINKS: At Least 3 IMAGES: At Least 3
3-MONTH SPONSORED BLOG	\$350.00	WORD COUNT: At Least 500 LINKS: At Least 5 IMAGES: At Least 3
6-MONTH SPONSORED BLOG	\$300.00	WORD COUNT: At Least 500 LINKS: At Least 5 IMAGES: At Least 3
12-MONTH SPONSORED BLOG	\$200.00	WORD COUNT: At Least 800 LINKS: At Least 10 IMAGES: At Least 3-5



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THANK YOU!!

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Destination Signals is a division of Tempest, the long time marketing partner for the Visit Colorado Springs. We support Colorado Springs by providing turnkey community engagement services that allow local tourism businesses to activate with their brand.

