



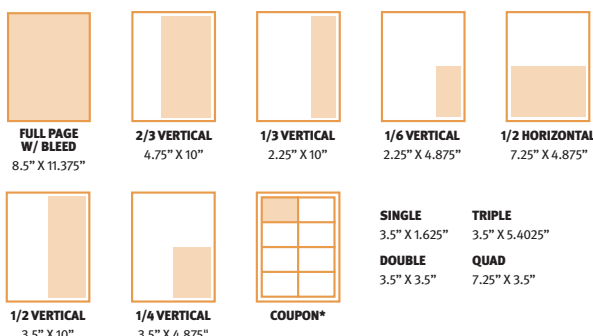
**SEPT.  
20<sup>th</sup>**  
Early-Bird Deadline

# Rate Card

AWAKEN YOUR POTENTIAL IN THE

## 2022 Official Vacation Planner

### Ad Sizes & Pricing



**SINGLE**  
3.5" X 1.625"  
**DOUBLE**  
3.5" X 3.5"

**TRIPLE**  
3.5" X 5.4025"  
**QUAD**  
7.25" X 3.5"

People from all over the country are ready to travel and have an appetite to see, learn and experience things they never have before and to dive deeper into their favorite passions. They are looking for guided outdoor adventures, interactive museums and family-friendly attractions that sneak in a bit of education and appreciation for the world around us. They are looking for accommodations that range from rugged to luxurious and dining that helps them discover their new favorite dish. They are interested in your history, your vision and your story. Help awaken their curiosity about Colorado Springs and the Pikes Peak Region by becoming part of the **2022 Official Vacation Planner for Colorado Springs and the Pikes Peak Wonders Region**.

Get in front of hundreds of thousands of people with an advertisement as well as a variety of eye-catching enhancements to showcase why your lodging, attraction, activity or restaurant, shop or service is part of what makes our region so special. Save 10% on your entire purchase when you pay by both deadlines!

### Premium Ad Pricing\*

Center Spread	\$29,000
Back Cover	\$16,075
Inside Front Cover	\$16,075
Page Facing Welcome Page	\$15,525
Page Facing Table of Contents	\$15,525
Inside Back Cover	\$15,300
Pages Facing Front/Back Inside Covers	\$14,975
Table of Contents (half page)	\$8,195
Welcome Page (half page)	\$8,195

\*2020 advertisers with premium placements will have right of first refusal for 2022 premium placements. To inquire about availability: [marketing@visitcos.com](mailto:marketing@visitcos.com)

### Non-Premium Ad Pricing

Full Page	\$12,915
2/3 Page	\$8,900
1/2 Page	\$7,240
1/3 Page	\$4,800
1/4 Page	\$3,675
1/6 Page	\$2,515
Coupon**	\$615
Photo with Caption	\$335
Additional Listing	\$145
Enhanced Listing	\$125
Online Video	\$115

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

### Early-Bird Discount & Payment Plan

Get 10% OFF your ENTIRE PURCHASE if the deposit is paid and the signed contract is received by Monday, September 20, 2021. To receive the discount, the remaining balance must be paid by Monday, December 6, 2021.

**No exceptions.**

**Convenient 2022 Payment Plan:** Setup a 3-month payment plan (small fee applies) for a little more time to pay. See contract for details.

### Enhancements (Some restrictions; see contract for details)

- **Coupon:** Provide visitors with a money-saving offer
- **Additional Listing:** Double your exposure with a second listing
- **Enhanced Listing:** Draw attention to your listing with bold colors and fonts
- **Photo with Caption:** Connect your brand to the guide's theme with a headline, photo, caption, web address and phone number
- **Online Video:** Add excitement to your ad in the electronic version of the guide by layering a video about your business on top of your ad

### Fast Facts

- **Printed Quantity:** At least 400,000 guides in 2022
- **Local Distribution:** Meeting attendees, event competitors, residents, military personnel and leisure travelers
- **Regional Distribution:** Racks located in cities throughout Colorado, surrounding states and in Texas.
- **Online Accessibility:** Printed and digital versions available through our websites and Facebook pages
- **The Online planner will be promoted with digital ads and social media posts**

# Advertising & Enhancement Options

## Enhancement Details & Examples

### 1. ONLINE VIDEO

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

*Tip: There is no limit to the length of the video, but best practice is to keep them short and powerful.*

### 2. COUPON

Coupons are a great way to get noticed and drive traffic to your door. Your customers will appreciate the extra savings! To qualify for a coupon, you must buy an advertisement in the guide.



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

### 3. ENHANCED LISTING

**Regular Listing** 354 Manitou Ave. Length of address and Description can be 100 char.  
**719.850.7423 // yourwebsite.com**

**ENHANCED LISTING** 354 Manitou Ave. Length of address and Description can be 100 char.  
**719.850.7423 // yourwebsite.com**

### 4. PHOTO WITH CAPTION FEATURE

Photos with Captions are eye catching and provide additional information to visitors so you're sure to be on their radar.



## Contract & Payment Schedule

10% Early-Bird Discount (with 50% Deposit).....	Sept. 20, 2021
Ad Reservations Deadline (with 50% Deposit).....	Oct. 11, 2021
Ad Materials Deadline .....	Oct. 18, 2021
Balance Due for all ads & enhancements .....	Dec. 6, 2021
Publication Date.....	Feb 2022

## Payment Terms

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 20, 2021 and the remaining balance paid on or before December 6, 2021. Accounts are due and payable as scheduled above. Contracts for 2022 may be accepted only from organizations that are current with 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 OVP for a 50% premium. Must be located in El Paso, Teller or Fremont County.

## ADVERTISING CONTRACTS, CHECKS AND CORRESPONDENCE SHOULD BE SENT TO:

Visit Colorado Springs

**Attention:** Official Vacation Planner

515 South Cascade Avenue, Colorado Springs, CO 80903

**Please make checks payable to:** Official Visitor Guide

**We accept:** American Express, Discover, Mastercard & Visa

## Did You Know?

Advertisements and coupons also appear in a downloadable electronic version of the Vacation Planner on **VISITCOS.COM** and **PIKES-PEAK.COM**

## Design Submission

For recommendations on graphic designers that you can hire to create/update your ad, please contact:

**MELISSA WILLIAMS**

Melissa@VisitCOS.com

**GIANNA WEST**

Gianna@Pikes-Peak.com

**Go online to VisitCOS.com/OVGadspecs for more information**

## Publisher's Policy

All orders are accepted on a space-available basis. Publisher reserves the right to cancel or reject any and all advertising which is considered to be (at publisher's sole discretion) in poor taste, a diversion from the general objectives of the publication or do not meet the design / aesthetic standards and format specifications of the publisher. Advertising rates, conditions and space units are subject to change without written notice. All advertisers must be headquartered and conduct business in El Paso, Teller or Fremont County. All advertisements are subject to the terms and conditions as described here and in the 2022 Advertising Contract.

The 2022 Official Vacation Planner is a joint venture between Visit Colorado Springs and Pikes Peak Region Attractions Association.

## CONTACT

### Information & Sales

For reservations and more information, please contact:

**VISIT COLORADO SPRINGS**

719.685.7637 | Marketing@VisitCOS.com

**PIKES PEAK REGION ATTRACTIONS**

719.685.5894 | PK@Pikes-Peak.com