

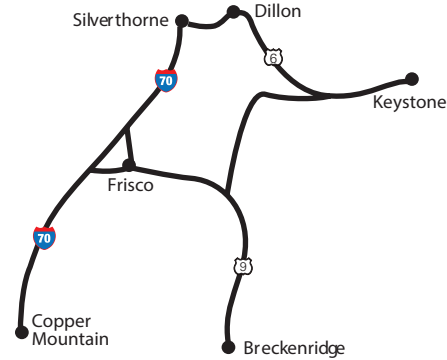
## Explore Colorado

Includes the major corridors of Colorado. Provides exposure to travelers (residents and out of state visitors) as they move about the state.



## Resort Route

Provides saturated coverage throughout the county in high-traffic tourist-oriented outlets - hotels, restaurants, sports shops . . .



### Explore Colorado

**Annual\***

**Seasonal\*\***

Full Explore Colorado Package	\$475/mo	\$550/mo	
Front Range	\$100/mo	\$130/mo	(Colo Sprgs-Pueblo-Lamar; & Denver-Burlington)
North Front Range	\$55/mo	\$75/mo	(Denver-Burlington)
South Front Range	\$75/mo	\$95/mo	(Colo Sprgs-Pueblo-Lamar)
Western Colorado	\$115/mo	\$140/mo	(Grand Junction-Vail & Leadville-Salida-Cañon City)
Arkansas Valley	\$90/mo	\$110/mo	(Leadville-Salida-Cañon City)
Vail/West I-70	\$80/mo	\$100/mo	(Grand Junction-Vail)
Mountain Access Corridors			
Denver Corridor	\$165/mo	\$205/mo	(Copper Mountain-Denver)
Hwy 285	\$110/mo	\$135/mo	(Denver/Colo Sprgs-Buena Vista)
Interstate Packages			
Interstate 70	\$240/mo	\$275/mo	(Grand Junction-Burlington)
Interstate 25	\$170/mo	\$215/mo	(Ft. Collins-Pueblo)

### Resort Route

Summit County	\$180/mo	\$215/mo	(Breckenridge, Copper, Dillon, Frisco, Keystone, Silverthorne)
Breckenridge	\$115/mo	\$135/mo	(Breckenridge Only)
Summit County North	\$115/mo	\$135/mo	(Copper, Dillon, Frisco, Keystone, Silverthorne)
Summit Enhanced	\$95/mo	\$125/mo	(Limited racks county wide)

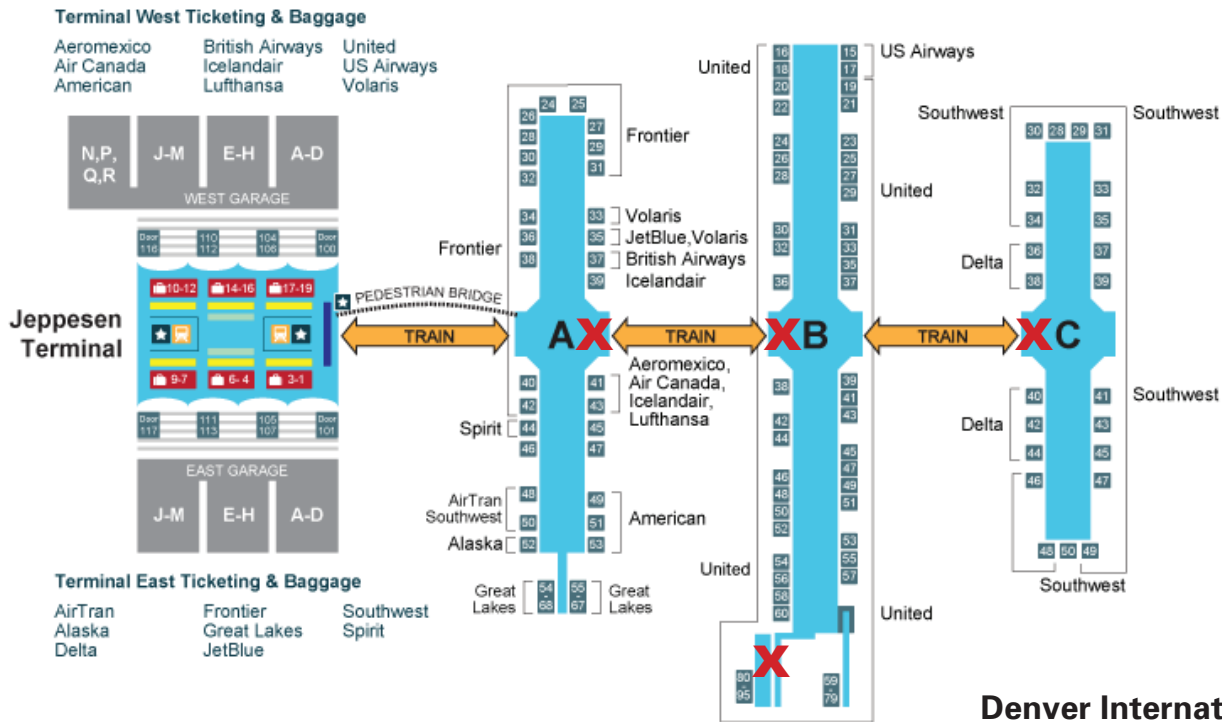
\* Annual rates available on contracts of at least 9 consecutive months. (Note: add 10% to annual rates for contracts of 6 to 8 months.)

\*\* Seasonal rates available on contracts of at least 5 consecutive months. (Note: add 15% to seasonal rates for contracts of 3 to 4 months.)

Note: Above rates are for brochures. For magazines, rates need to be doubled and 10% added for additional handling. Collateral that is banded or shrink wrapped necessitates a 15% surcharge.

Invoices are mailed on or about the 1st of the month for the following month's charges. Invoices are due upon receipt.

A 2%/mo late charges will be added to invoices not paid within 30 days. A \$50 office charge will be assessed on accounts 60 days past due and service may be interrupted.



## Denver International Airport

Colorado's #1 outlet for tourism collateral reaching 170,000 people every day. A year-round travel show that targets travelers from around the world and Colorado's #1 marketplace - the Front Range.

## Denver International Airport

*On average 150,000 travelers pass through DIA every day. A & C Concourses each serve approximately 40,000 people per day and they both have one display. B Concourse coverage serves around 70,000 people per day and our distribution package includes the two displays on that concourse.*

Annual*	1 Display	2 Displays	3 Displays	4 Displays
Large magazine space	\$230/mo	\$440/mo	\$620/mo	\$735/mo
Small magazine space	\$165/mo	\$315/mo	\$445/mo	\$530/mo
Brochure space	\$85/mo	\$160/mo	\$245/mo	\$270/mo
<b>Seasonal**</b>				
Large magazine space	\$295/mo	\$560/mo	\$795/mo	\$945/mo
Small magazine space	\$210/mo	\$400/mo	\$565/mo	\$670/mo
Brochure space	\$110/mo	\$210/mo	\$295/mo	\$350/mo

\* Annual rates based on contracts of 12 consecutive months. (Note: May-April or November-October)

\*\* Seasonal rates based on contracts of 6 consecutive months. (Note: May-Oct or Nov - April)

Note: Collateral that is banded or shrink wrapped necessitates a 15% surcharge.

Invoices are mailed on or about the 1st of the month for the following month's charges. Invoices are due upon receipt. Pre-pay discounts are available.

A 2%/mo late charges will be added to invoices not paid within 30 days. A \$50 office charge will be assessed on accounts 60 days past due and service may be interrupted.