



COLORADOINFO.COM ONLINE MARKETING OPPORTUNITIES



+150% Website Visitors YTD from 2021 to 2022
2022 2023

AD PLACEMENT ON PAGES BELOW		Estimated Views [†] Seasonal / Annual	Rates	
Website Profile			\$395 for non web clients	
ColoradoInfo.com Profile		Varies	\$0 \$270 for web-only advertisers	
<small>Online profile is linked to primary "Business Classification" section (lodging, dining, rafting, etc.) and primary "Destination" section (community where located).</small>				
Online Profile linked to Colorado Tourism Section		3 12,000	265 \$234 Winter / 440 \$390 Summer / 100	
Online Profile linked to additional pages		Varies	Destinations: \$54; Activities: \$90; Premium: \$132 150	
Daily Deals Digital Coupon		N/A	60 No Charge for Active Clients	
Boosted Online Profile (MAX. 5 PER PAGE)		N/A	450 \$420 per page per year	
Tile & Leaderboard Ads		Estimated Views [†] Annual	Tile Ad Rates Annual	LB Ad Rates Annual
Colorado Tourism Campaign - Winter	6 TILE / 2 LB	3 4,500	\$222 250	\$282 320
Colorado Tourism Campaign - Summer	8 TILE / 4 LB	2 12,000	\$390 450	\$504 565
Local & Regional Guides (AA, RGVG)	6 TILE / 2 LB	2 1,600-4,100	\$90 100	\$114 130
Homepage Package <small>Homepage, Itinerary, Blog, Daily Deals, Travel Planning pages, and all individual Business and Event Listing pages.</small>	12 TILE / 4 LB	3 230,000	\$474 535	\$630 710
Events	12 TILE / 4 LB	3 37,000	\$300 335	\$390 440
Activities & Attractions	6 TILE / 2 LB	2 285-9,100	\$120 185	\$150 170
Premium Activities & Attractions	6 TILE / 2 LB	2 640-8,500	\$234 265	\$318 360
Colorado Destinations	6 TILE / 2 LB	2 30-8,300	\$72 85	\$96 110
E-Newsletter Ads (one newsletter per month)	4 TILE / 2 LB	2 14,200 per newsletter	\$120 per month 150	\$210 per month 235
Social Media, Newsletter & Extras				
Social Media Logo/Links on Profile Page <small>Facebook, Twitter, YouTube, Pinterest, TripAdvisor, Instagram</small>		N/A	80 \$72 per social media link / 195 \$180 for All	
Social Media Sponsored Post <small>Facebook, Instagram, Google My Business</small>		N/A	100 \$90 per social media channel / 270 \$240 for All	
E-Newsletter Sponsored Message	PROVIDED BY CLIENT	14,200 per newsletter	\$300	335
E-Newsletter Fully Sponsored	PROVIDED BY CLIENT	14,200 per newsletter	\$480	540
Linked Image in Blog	PROVIDED BY CLIENT	Varies	\$90	100
Standard Blog Post <small>500-2,700 WORDS, 3-4 PHOTOS PROVIDED BY CLIENT - Posted to recent blog post list - A single backlink to an approved domain (domain must be promoting Colorado)</small>		Varies	\$180	200
High Quality Blog Post <small>500-2,700 WORDS, 3-4 PHOTOS PROVIDED BY CLIENT - Posted to a high visibility category & recent blog post list - A single backlink to an approved domain (domain must be promoting Colorado) - 2 internal links about related topics and 1 internal link to an unrelated topic</small>		Varies	\$330	370
High Quality Blog Post Bundle <small>500-2,700 WORDS, 1-4 PHOTOS PROVIDED BY CLIENT - Posted to a high visibility category & recent blog post list - A single backlink to an approved domain (domain must be promoting Colorado) - 2 internal links about related topics and 1 internal link to an unrelated topic - Blog Post shared on ColoradoInfo's Facebook, Instagram, Google My Business and in 1 Monthly E-Newsletter</small>		Varies	\$870 \$690 775 Add Sharing on Social Media & Monthly E-Newsletter, a \$540 value, for only \$360! 605 400	
Tourism Engine Leads Program				
Automated Lead Marketing Campaign	INCLUDES 1 CATEGORY	N/A	\$395 setup fee; \$96/mo x 12mo or Prepay \$960	
Additional Leads Category	ADDITIONAL LEADS FOR LINKED CATEGORIES	N/A	\$76 setup fee; \$25/mo x 12mo or Prepay \$180	
Add ColoradoInfo to existing TE Account		N/A	\$235 setup fee; \$30/mo x 12mo or Prepay \$240	
Automated Group Email Response		N/A	\$245 250	

† All views are estimates based on previous year's numbers.
Annual Tile & Leaderboard Ads - May - April / November - October

Limited space available in all sections, which are filled on a first-come first-served basis.

Target: In-State and Out-of-State Visitors researching a summer or winter Colorado vacation.

Leaderboard & Tile ads are template-based; photo and text must be submitted by advertiser.

Submit materials here: www.coloradoinfo.com/webads



For sales details contact: Mike Campbell, 970-390-4841, mcampbell@coloradoinfo.com
Contact Kayla Bruegger, kayla@coloradoinfo.com, for additional information on materials or specs