



ATTRACTIONS ADVERTISING GUIDE

Destination Signals brings you a new and convenient way to get in front of potential visitors and locals through VisitCOS.com



destination
signals

THE BEST WAY TO REACH LOCALS & VISITORS

VISITCOS.COM

VisitCOS.com is the most trusted travel resource for the Colorado Springs region. Advertise with us to reach a highly-qualified, engaged audience planning travel and activities. Through effective native advertising, connect with locals and visitors searching for attractions and things to do..

3.2M THINGS TO DO SECTION
ANNUAL PAGEVIEWS

1.06% AVERAGE CTR OF
AD PROGRAM

17% above industry average of 0.90% CTR

71% OF WEBSITE VISITORS
ARE ON MOBILE DEVICES



TOP 6 REASONS TO ADVERTISE:

1: REACH a qualified audience of engaged visitors and locals.

2: BUILD targeted, custom-tailored campaign strategies.

3: ACCESS native advertising placements, which outperform traditional display advertising 4 to 1.

4: MEASURE your advertising performance and results.

5: WELCOME additional customers to your business.

6: SUPPORT Visit Colorado Springs. Your advertising dollars help power ongoing marketing campaigns to drive increased visibility and visitation for our community.



**TO GET STARTED TODAY CALL (800) 274-8774 x713 OR
CONTACT COLORADOSPRINGS@DESTINATION SIGNALS.COM**

1 FEATURE AD

Placement: Things to Do Section
Monthly Rate: \$291.67

AD SPECS

Image: 300x200 pixels

Title: 24 characters

Body: 195 characters

Character count includes spaces

2 HIGHLIGHT AD

Placement: Things to Do Section
Monthly Rate: \$270.42

AD SPECS

Image: 200x200 pixels

Title: 27 characters

Body: 165 characters

Character count includes spaces

PLAN YOUR TRIP

OUTDOOR ADVENTURE

Explorers Welcome

Home / Things to Do / Outdoor Adventures

Scenic Drives Whitewater Rafting Parks & Trails Manitou Incline Horseback Riding Biking Rock Climbing Balloons & Aircraft Fishing Dog-Friendly

f t e

OUTDOOR ADVENTURES

Find your next outdoor adventure in Colorado Springs

Breathe in the fresh mountain air as you unplug from day-to-day life. Here you'll find room to relax, unwind and just be.

From whitewater rafting excursions to leisurely segway rides through Garden of the Gods Park, Colorado Springs outdoor activities boast an abundance of things to do and see that suit all kinds of outdoor enthusiasts. Around here, people care more about the number of new trails they discover than how many new followers they get. With more than 350 miles of scenic trails, you can take your pick from relaxing strolls to down-right heart-pounding challenges. Welcome

PIKES PEAK ATTRACTIONS

Come spend a day (or a week!) in the city at the foot of Pikes Peak, with 26 attractions across the region and adventures on and off the mountain.

2 PLAN YOUR RAFT TRIP
Build your own rafting adventure, from gentle family floats to royal gorge rafting. On-site dining & lodging available!
[LEARN MORE](#)

2 4 STAR AFFORDABLE HOTEL
Full service hotel with restaurants, bar, indoor and outdoor pool, indoor playground and the comfiest beds on the planet. Everything you need under one roof.
[LEARN MORE](#)

2 #1 RAFTING PACKAGES
Create unforgettable memories with whitewater rafting & zip line tour packages. Challenging & family friendly options.
[LEARN MORE](#)

3 COLLAGE STORY AD

Placement: Things to Do Page
Monthly Rate: \$249.58

AD SPECS

Image: 800x600 pixels

Title: 35 characters

Body: 300 characters

Character count includes spaces

4 TILE STORY AD

Placement: Things to Do Page
Monthly Rate: \$207.92

AD SPECS

Image: 400x300 pixels

Title: 26 characters

Character count includes spaces

OUTDOOR ADVENTURES
Find your next outdoor adventure in Colorado Springs
In Colorado Springs, we believe in visionaries who can turn skyscrapers into mountains, adventurers who would rather strap into a harness than plug in a laptop and early risers who would...
[MORE INFO](#)

THE ROYAL GORGE REGION
Just next to Colorado Springs and filled with outdoor adventure and attractions for the whole family. Discover the Royal Gorge Bridge & Park, wineries, hiking trails, rafting, & more in Colorado's "Climate Capital."
[MORE INFO](#)

TOP 5 SCENIC DRIVES NEAR COLORADO SPRINGS
[MORE INFO](#)

SEE THE PIKES PEAK REGION
[MORE INFO](#)

WHITewater RAFTING
[MORE INFO](#)

PARKS & TRAILS
[MORE INFO](#)

5 EVENT RIBBON AD

Placement: Things to Do Page
Monthly Rate: \$300

AD SPECS

Image: 240x160 pixels

Title: 22 characters

Body: 85 characters

Character count includes spaces

6 SPONSORED BLOG

Placement: Blog
Monthly Rate: \$150

Tell your story! Our team will write, optimize and publish a blog about your business, then drive traffic to it through ads and social media promotion.

The screenshot shows the top portion of the visit COLORADO SPRINGS website. The header includes navigation links for LODGING, SPORTS, MEETINGS, and MENU, along with social media icons and a search icon. The main banner features a large image of people rock climbing with the text "COLORADO SPRINGS - THE ADVENTURE IS YOU". Below the banner is a navigation menu with links like "Our Community", "Attractions", "Outdoor Adventures", etc. An "UPCOMING EVENTS" section is visible, featuring a "5" in a red circle next to a "CRAFTS & DRAFTS" event. Other events include "2020 PIKES PEAK LITTER L..." and "ARTS MONTH".



Sponsored Content

6

NEW & EXCITING ADVENTURES AWAIT IN COLORADO SPRINGS

Colorado Springs has four great new reasons to come and explore. Discover a new interactive and accessible museum, meet some new critters in the neighborhood, give a warm welcome back to old friends and take to new heights at America's most iconic mountain.



THANK YOU!!

**TO GET STARTED TODAY CALL (800) 274-8774 x713 OR
CONTACT COLORADOSPRINGS@DESTINATION SIGNALS.COM**