

#### **ATTRACTIONS ADVERTISING GUIDE**

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



# 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..

3.2 M 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@DESTINATIONSIGNALS.COM

#### **1** FEATURE AD

**Placement:** Things to Do Section

Monthly Rate: \$291.67

**AD SPECS** 

Image: 300x200 pixelsTitle: 24 charactersBody: 195 characters

Character count includes spaces

#### 2 HIGHLIGHT AD

**Placement:** Things to Do Section

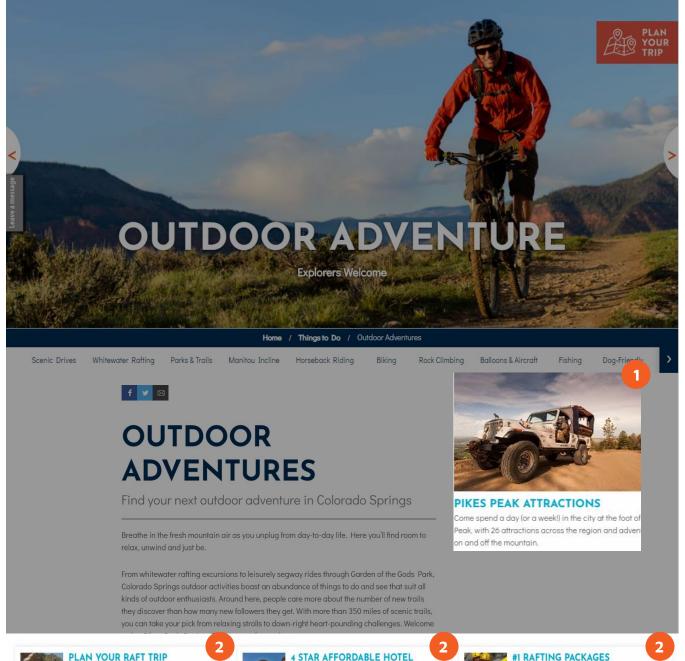
Monthly Rate: \$270.42

**AD SPECS** 

**Image**: 200x200 pixels **Title**: 27 characters

**Body**: 165 characters

Character count includes spaces





#### PLAN YOUR RAFT TRIP

Build your own rafting adventure, from gentle family floats to royal gorge rafting. On-site dining & lodging available!

LEARN MORE



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



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

## **OTILE STORY AD**

**Placement:** Things to Do Page

Monthly Rate: \$207.92

**AD SPECS** 

**Image**: 400x300 pixels **Title**: 26 characters

Character count includes spaces



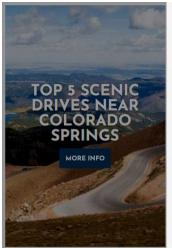




#### THE ROYAL GORGE REGION

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





SEE THE PIKES PEAK REGION

MORE INFO





#### **5** EVENT RIBBON AD

Placement: Things to Do Page

Monthly Rate: \$300

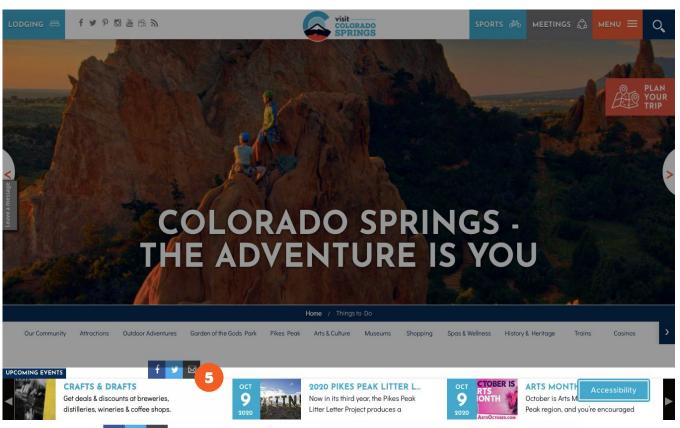
**AD SPECS** 

Image: 240x160 pixels Title: 22 characters Body: 85 characters Character count includes spaces

#### 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.





**Sponsored Content** 



# 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@DESTINATIONSIGNALS.COM