

# 2021 Official Vacation Planner

## Colorado Springs and the Wonders of the Pikes Peak Region

### Checklist & Deadlines

- Review your free listing** in print or [online](#) and contact VCOS with changes by October 26, 2020.
- Order additional listings** - If your business is right for more than one category, the cost is \$110 for each additional listing.
- Order an enhanced listing** - Make your listing(s) POP with the bold colors and layout of an enhanced listing for just \$95 each (see 2021 Rate Card for details).
- Order a Photo with Caption** – Showcase your business within the listings section for \$250 each (space is limited for this feature – one per business – see 2021 Rate Card for details).
- Order a video** to enhance your digital version advertisement: \$85 (available to advertisers only, see 2021 Rate Card for details).
- Review 2021 Contract & Rate Card** – if you choose to purchase an ad, continue with the checklist. If you will not be purchasing an ad, please remember to review your free listing and send updates to [Jane@VisitCOS.com](mailto:Jane@VisitCOS.com) by October 26, 2020.
- Choose ad size and enhance your presence** with a coupon (coupons available only to advertisers), an enhanced listing, additional listings and Photo with Caption (*additional charges apply for enhancements and listing categories are subject to verification*).
- Take Advantage of the Early Bird Discount** – take 10% off your entire order if **contract and deposit** received by October 26, 2020, and final payment by December 1, 2020. **No exceptions on either deadline.**
- Submit 50% deposit** (if not taking advantage of the Early Bird Discount) no later than November 9, 2020.
- Submit print ad and coupon art files** no later than November 16, 2020 (go to [www.VisitCOS.com/OVGadspecs](http://www.VisitCOS.com/OVGadspecs) for details). Late files may be left out or be placed further back in the planner – submit files on time.
- Make final payment** by December 1, 2020 or set up a payment plan to spread your final 50% over three payments on Dec 1, Jan 1 and Feb 1.
- All rates are net, and payment dates** apply to advertising agencies making payments on behalf of clients.
- Distribute the planner to your customers** – projected publication date: late February 2021.

#### Questions?

**Print Ads and Coupons:** PK Knickerbocker (719.685.5894) or Jane Blazer (719.685.7637)  
[PK@Pikes-Peak.com](mailto:PK@Pikes-Peak.com) [Jane@VisitCOS.com](mailto:Jane@VisitCOS.com)

**Listings & Photos:** Jane Blazer (719.685.7637) [Jane@VisitCOS.com](mailto:Jane@VisitCOS.com)

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## Great Value and Great Options!

- **Early Bird Discount (10%)** – Take 10% off your entire order if contract and 50% deposit are received in the VCOS office by October 26, 2020, and if final payment is received by December 1, 2020. Deadlines are firm; no exceptions. **If either deadline is missed, the full ad & enhancement price will be due.**
- **Drive traffic to your door with a Coupon (\$460)** – Coupons are a great way to get noticed and drive traffic to your door. Your customers will appreciate the extra savings! To purchase a coupon, you must also buy an advertisement in the planner.
- **Add an additional listing (\$110)** – If your business appropriately fits into more than one category, you can add additional listings. Subject to approval by the OVG Joint Venture.
- **Draw attention to your business with an enhanced listing (\$95)** – Listing will be enhanced with bolded and colored font as well as a highlighted background – see example in 2020 Rate Card. You do not need to purchase an ad in order to purchase an enhanced listing.
- **Highlight your business with a Photo with Caption that will appear in the listing section (\$250)** – Photos will be approximately one square inch, with the entire feature measuring approximately 3” wide x 1” high, but the design may vary from that shown in the 2021 Rate Card. Assets needed for us to produce the feature: 1) high-res photo, 2) 25- to 30-word description, 3) company name, 4) web address and 4) phone number. Limit of one Local’s Tip Feature per company. Quantity is limited and is subject to review and approval by the OVG working committee. You do not need to purchase an ad in order to purchase a Photo with Caption.
- **Accentuate your ad with a video (\$80)** – Add a video that will be located on top of your ad in the online version of the planner. Simply provide us with a link to an existing video that lives on your site or YouTube.
- **Payment by check or credit card (Visa, MasterCard, Discover, AMEX).**  
Invoices provided upon request. All payment deadlines still apply. Credit card payments may be made over the phone by calling Jane at 719.685.7637. Make checks payable to: **Official Visitor Guide**

### Need to see the current Vacation Planner?

If you need a copy of the 2020 Official Vacation Planner to view your current listing, ad or coupon, please [view the planner online](#) or get a printed planner by calling or emailing Jane (719.685.7637 / [Jane@VisitCOS.com](mailto:Jane@VisitCOS.com)) or ordering online at [www.VisitCOS.com](http://www.VisitCOS.com). You may also stop by 515 S. Cascade Ave., Colorado Springs 80903 and pick one up in the Visitor Center or from the distribution box outside the front door.