



Estes Park CVB: The *Official* Estes Park Visitor Information Source.

CVB Stakeholder Advertising Opportunities – 2010 Order Form

Gain exposure and acquire more visitors with Estes Park’s *Official* Visitor Information Source.

How to place your order:

- Call 970-577-9900 and ask for Peggy Campbell
- Complete this form and mail to the Estes Park LMD, PO Box 1200, Estes Park, CO 80517
- Email your order to Peggy Campbell at PCampbell@Estes.org.

Questions? Call Peggy Campbell at the CVB at 970-577-9900

Business Name: _____ Today’s Date: _____
 Your Name: _____ Title: _____
 Best Phone #'s to Reach You: _____
 Business Physical Address: _____
 Mailing Address: _____
 Business Phone #: _____ Alt Phone #: _____
 Email (Public Use): _____ Email (CVB Use): _____
 Website: _____

Enhanced Web Listing: Includes all basic listing fields (business name, address, web link, email, 2 phone numbers, and description) plus top tiered sort, 12 descriptive features, and a clickable photo. In top tier sort, the first listing displayed is random and alphabetical after that so your listing always has the advantage of appearing first or toward the beginning. This results in far greater click through rates to your website than a traditional basic listing.

Lodging email Referrals are included with the purchase of a lodging enhanced web listing. Lodging email referrals are generated by visitors requesting information regarding lodging options on EstesParkCVB.com.

Lodging: \$395	\$	
Activities, Dining, Transportation: \$350	\$	
Real Estate: \$250	\$	
Shopping and all other Business Sectors: \$200	\$	
TOTAL \$		

Additional Web Listings: Consider purchasing multiple listings if your business fits several web categories such as Lodging/Cabins & Cottages and Lodging/Hotel & Motel. Additional listings are of equal status to primary listing, i.e., opting for a basic free listing allows the purchase of multiple basic listings; opting to upgrade your primary listing to an enhanced listing allows the purchase of multiple enhanced listings. Visit EstesParkCVB.com to view categories that may apply to your business.

Lodging: \$175	#		\$	
Activities, Dining, Transportation: \$150	#		\$	
Shopping, all other business sectors: \$100	#		\$	
TOTAL \$				

Vacation Values Web Listing: Reach the growing number of visitors looking for great deals by listing your specials, discounts and packages on EstesParkCVB.com. NEW! Now you can log into your CVB account and change your listings at anytime! Just \$100 for 3 consecutive months beginning the first calendar day of the month and ending the last calendar day of the third month, or just \$300 per year for 12 months. The offer must be quantifiable, available at anytime during each Vacation Values time frame (start date to end date), or specify exceptions in the description. Offer must be available to anyone.

\$100 for three consecutive months, or
 \$300 for 12 consecutive months

Months: _____ Start Month _____ End Month: _____ TOTAL \$ _____

Book Now Web Link: Available to lodging stakeholders when an enhanced listing is purchased. This feature is a prominent button link to the lodging stakeholders' on-line booking website. A semi-automated booking link is permitted if the booking request form includes: Business Name, Email, Arrival and Departure Dates (or # of nights) and # of Persons.

Book Now Link: \$115 \$ _____
 Each Additional Book Now Link: \$50 # _____ \$ _____

TOTAL \$ _____

Group Web Listings/Referrals: Listings in Group web categories of Meetings, Reunions, Weddings and/or Motor Coach Tours. Listing will appear as either basic or enhanced depending upon the stakeholders' primary business listing option. Stakeholder may have a listing in as many sub-categories as applies to their business. As an example, Reunions is a category and lodging and activities are examples of subcategories.

Group Referrals and a **Listing in Group Marketing Materials** are included with the purchase of group web listings.

Circle Categories Purchased Below (Meetings, Reunions, Weddings, and/or Motor Coach Tours). Then circle all associated sub categories below that apply to your business. **There is no charge for multiple subcategories.**

Meetings & Conferences: Facilities, Food & Beverage, Group Activities, Lodging, Services

Reunions: Activities, Food & Beverage, Group Facilities, Lodging, Photographers, Tours/Transportation

Weddings: Activities, Attire/Formal Wear, Beauty & Spa Services, Cakes & Caterers, Ceremony Facilities, Floral Arrangements, Lodging/Honeymoons, Music/DJs, Officiates, Photographers/Videographers, Reception Facilities, Rehearsal Dinners, Transportation, Wedding Planners

Motor Coach Tours: Activities, Food & Beverage, Lodging, Services, Tours/Guides

\$175 for the first Category \$ _____
 \$85 each additional Category # _____ \$ _____

TOTAL \$ _____

Group Leads: Group leads are generated by individuals requesting information specifically related to meetings, reunions, weddings and motor coach tours. All group leads are pre-qualified.

\$250 includes leads for all four categories or categories of your choice TOTAL \$ _____

Visitors Guide Request Leads: Visitors to EstesParkCVB.com requesting the Official Estes Park Visitors Guide can also 'opt-in' and request additional information from area businesses. The visitor contact information is automatically emailed to the stakeholder participating in this service. In a recent study, 79% of individuals requesting the Official Visitors Guide on-line visited Estes Park.

\$200 Base Fee \$ _____
 If Lodging, add \$10 per unit and/or \$1 per campground space
 # Lodging Units _____ x \$10 \$ _____
 # Campground/RV Spaces _____ x \$1 \$ _____

TOTAL \$ _____

Visitors Center Brochure Rack Space: CVB Stakeholders can reach an estimated 300,000 visitors by displaying a brochure at the Estes Park Visitors Center. Unlike most brochure racks, the Visitors Center racks are clear and don't overlap, so your entire brochure is visible to the visitor. Brochures are stored at the Visitors Center and CVB staff checks brochure racks frequently to ensure racks are continuously filled. CVB staff emails or calls CVB stakeholders when supplies start to run low.

\$165	4"x 9" brochure	# _____	\$ _____
\$330	8 1/2" x 11" brochure/magazine	# _____	\$ _____
\$150	Restaurant menu display		\$ _____
			TOTAL \$ _____

Brochure Display Policy: Printed material wider than 4 inches or taller than 9 inches results in the larger \$330 magazine display price. Display materials cannot exceed 8 1/2 inches wide or 11 inches tall. Display materials must be printed on paper stock heavy enough to remain upright. More than one brochure space cannot be purchased for the same brochure displayed in the same rack category.

Out of Town CVB Stakeholder Fee: Applies only to those businesses outside of Estes Park Town Limits and within the Estes Park Local Marketing District. CVB stakeholder status includes all base CVB benefits.

Non-Lodging Home Based Service Business: \$150		\$ _____
Non-Lodging Business: \$495		\$ _____
Lodging Business Base Fee: \$295 (additional costs apply)		\$ _____
Hotel/Motel/B&B: \$40 per unit	# units _____	\$ _____
Condo/Cabin/House: \$80 per unit	# units _____	\$ _____
Campground/RV Park: \$10 per space	# spaces _____	\$ _____
TOTAL \$ _____		
GRAND TOTAL \$ _____		

Official 2011 Visitors Guide: For information about advertising in the **Official Estes Park Visitors Guide**, contact Peggy Campbell at 970-577-9900x232, or PCampbell@estes.org.

Deadlines, Payment, and Terms:

February 28, 2010: To receive the full benefit of services and to avoid any interruption in current service, this Order Form and half payment is due by February 28, 2010. Confirmation for inclusion in the annual Lodging grid which is used by Ambassadors and is available to visitors at the Visitors Center is also due by February 28, 2010.

June 15, 2010: Final Balance Payment Due

Method of Payment: ___ Check Enclosed Bill Credit Card: ___ Visa ___ Master Card ___ Discover

Credit Card # _____ Exp. Date (MM/YY) _____

Signature: _____

Service and Payment Terms: Service order and minimum half payment is due by February 28, 2010. Final payment is due June 15, 2010. If payment in full is not received by June 15, 2010, services will be denied until full payment is received. Businesses will lose the 2-payment option in 2011 if payment for services is not received by due dates. Those with outstanding fees due the Estes Park CVB for past services must pay all outstanding balances due along with amounts for the current year, and are not eligible for a multi-payment option. Businesses electing services after July 1, 2010 will be charged a prorated amount based on quarters of service. The Estes Park CVB reserves the right to suspend annual CVB Stakeholders services at any time.