

**Destination Colorado E-Newsletter Advertising Information**

**Testimonials**: “I got a lead for an event, 400 ppl for 9 days in 2017 as a result of your newsletter!  Thank you...” - *Karen Hamilton, Sales & Marketing Manager, Estes Park*

**Description**: Destination Colorado members have the exclusive opportunity to advertise in Destination Colorado's monthly e-newsletter. This e-newsletter is sent once a month to meeting planners, event planners and incentive buyers locally, around the country and internationally.Destination Colorado’s e-newsletter includes individual member news items, industry news and information on Destination Colorado. **You must be a current Destination Colorado member who has paid their dues in order to advertise with us.**

**Cost**: We currently offer two different advertising options per month: “Newsletter highlight” space (appears as the first ad under the fold) and “Featured Vendor” space (appears in a “Featured Vendor” section of our eNewsletter). **Examples provided on page 2**.

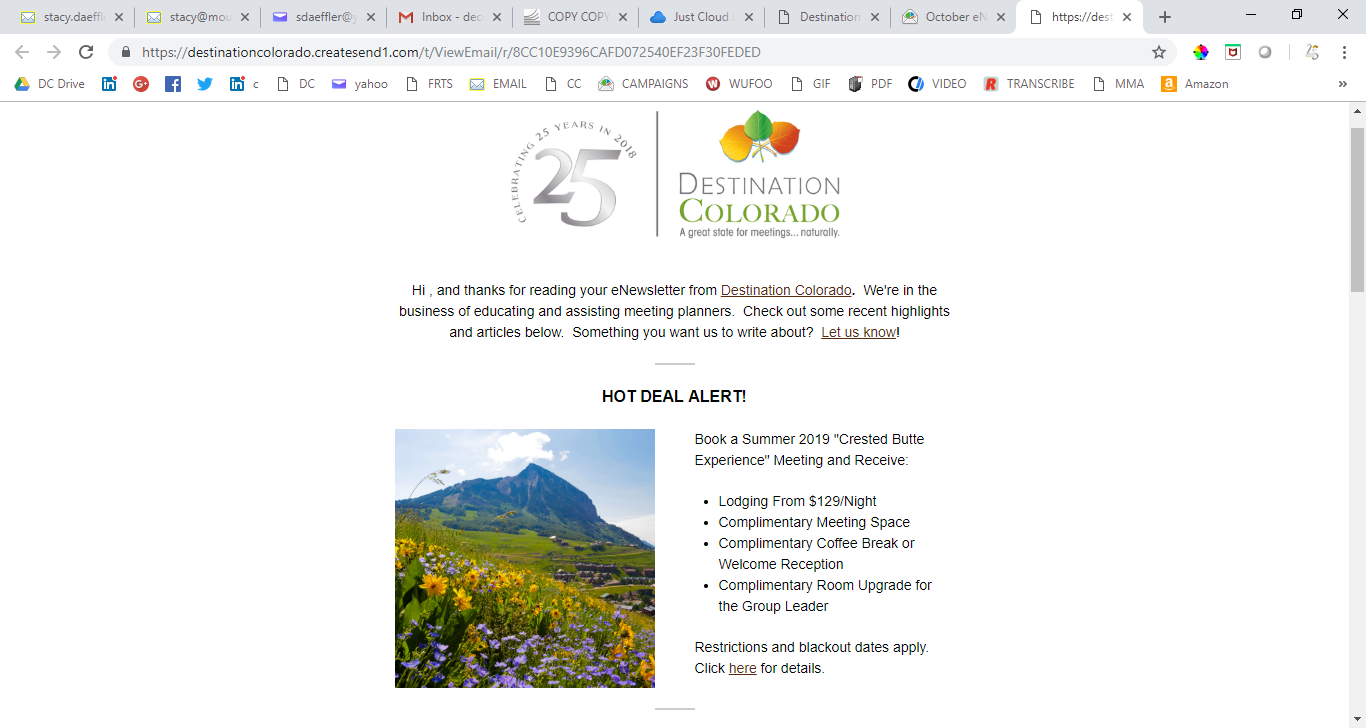
* “Newsletter Highlight” space is $500 per month advertised.
* “Featured Vendor” space is $200 per month advertised.

**Copy and Image Requirements (Highlight Ad):** Your ad will accompany a newsletter feature, which will be the first news item within the newsletter.

* Image: Please provide one 180x150 image with a 2-3 word subject line and one sentence call to action.
* A 100 word write up to be placed on our website for the call to action. Alternately, you may provide a click-through URL with news/deal details. Your submission must be **relevant to groups/planners** including (Group) Deals/Discounts/Promotions, Annual Events, Renovations, Awards, and/or Incentives.

**Image Requirements (Featured Vendor Space):** Member willprovideone JPG image sized to 300X300 and a click through URL.

**DESTINATION COLORADO ENEWSLETTER SAMPLE:**



Newsletter Highlight

Featured Vendor

