



telluride.com

## Official Telluride & Mountain Village Visitor Guide



### What is the Visitor Guide?

The Visitor Guide is the **ONLY** fulfillment piece for the destination.

This upscale, magazine-style publication is mailed to guests planning their trip to Telluride.

Every issue of The Guide is carefully crafted with timely editorial that focuses on the people and places that make Telluride, Telluride. Cover stories are given special attention to capture unique personalities, history, and activities that resonate with both those who call the San Juans home as well as visitors looking for the 'inside' story.

The Guide includes:

- Feature Stories on Telluride & Mountain Village • Local Profiles • Outdoor Activities
- Maps • At-a-Glance Calendar • Features on Retail, Dining, Lodging and more
- Listings of Local Accommodations, Dining & Spirits, Shopping and more

### Why Advertise in the Telluride & Mountain Village Visitor Guide?

The Visitor Guide is the most comprehensive source of information for guests. While our friends at *Telluride Magazine* and *Telluride Style* also showcase the destination, their distribution is locally focused; the Visitor Guide has a much greater and wider distribution. Your support of the Visitor Guide directly supports the marketing effort for the entire destination.

- 30,000 copies printed per season
- Placed in seat backs of Denver Air Connection flights to Telluride
- Stocked in over 50 Colorado Welcome Centers, Chambers of Commerce and Visitor Centers
- Distributed along I-25 from Ft. Collins to Pueblo and along I-70 from Vail to Grand Junction
- Distributed at Montrose Airport and Telluride Airport
- Mailed by Telluride Tourism Board to all on-line brochure requests through Telluride.com and the Colorado Tourism Office's website, Colorado.com (the TTB's #1 referral site)
- Available in-room at local accommodations
- Distributed by Telluride Ski & Golf Resort via mailings and trade shows
- International distribution at trade shows and through our partnership with the Colorado Tourism Office
- Conveniently located and distributed for free on local and regional magazine racks
- Distribution allows advertisers to reach readers before, during and after their visit
- Drives traffic to the #1 organically searched website for the destination, Telluride.com, which offers a complimentary business directory
- The Guide participates in Print Releaf, an initiative in which new trees are planted to offset the paper used in printing the magazine.



FOR ADVERTISING OPPORTUNITIES CONTACT:  
Hilary Taylor • 970.417.2589 • Hilary@VisitTelluride.com



telluride.com

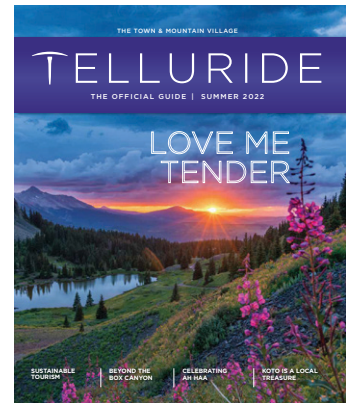
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### SUMMER ADVERTISING DEADLINES

Ad Space Reservation ..... Monday, March 18, 2024

Ad Completion Deadline ..... Wednesday, April 3, 2024

Distribution ..... Monday, May 20, 2024



### ADVERTISING SPECS & COSTS

Please note size differences between **Editorial** ads vs. **Special Section** ads.

#### EDITORIAL ADVERTISING RATES

SIZE	WIDTH X HEIGHT	COST
Full page	9 x 10.875 (add .25 for bleed)	\$2,995
Half page	8.25 x 5 or 4 x 10.375	\$1,995
Third page	5.5 x 5 or 2.5 x 10.375	\$1,395
Quarter page	4 x 5	\$995
Sixth page	2.5 x 5	\$695
Back cover full page	9 x 10.875 (add .25 for bleed)	\$5,000
Inside cover full page	9 x 10.875 (add .25 for bleed)	\$4,000
Premium placement Before Table of Contents	9 x 10.875 (add .25 for bleed)	\$3,500

#### SPECIAL SECTION ADVERTISING RATES

##### DINING & SPIRITS SECTION or SHOPPING & GALLERIES SECTION

SIZE	WIDTH X HEIGHT	COST
Full page	8 x 9.125 (bleed not available)	\$1,495
Half page	8 x 4.5 (horizontal only)	\$995
Third page	5.25 x 4.5	\$795
Sixth page	2.5 x 4.5 (vertical only)	\$495

##### ACCOMMODATIONS SECTION

Full page	8 x 9.125 (bleed not available)	\$2,295
Half page	4 x 9.125 (vertical only)	\$1,495

Rates do not include ad design. Please inquire if you need an ad designed. Rates effective 2/1/2024.

Advertising costs are due upon receipt of invoice. Checks should be made payable to: Telluride Tourism Board, PO Box 1009, Telluride, CO 81435

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