

Visit Fort Collins and the Fort Collins Chamber of Commerce put together a yearly Visitors Guide publication, and work on the 2024 copy has already begun! The Visitors Guide is Fort Collins' main print publication for visitors who are planning to come to the area. Fort Collins visitors spend daily and preview their shopping with the guide. The guide has a 50% read-to-buy conversion rate.

Advertising in the Visitors Guide is one of the best ways to get your business' information in front of people who are most likely to spend money in the Fort Collins area. Advertising spots are already being sold, and early bird pricing ends September 15<sup>th</sup>. Early bird pricing starts at \$999 for a quarter page advertisement. If you are interested in having your business featured in the 2024 Visitors Guide, reach out directly to your ad representative, Greg Hoffman, at [greg.rmpublishing@gmail.com](mailto:greg.rmpublishing@gmail.com) or 970-689-6832.

The Visitors Guide is distributed via print and digital format throughout 2024. Guides are sent directly to tourists and groups interested in Fort Collins and located at area hotels, all Colorado Welcome Centers, local real estate offices, and various other locations in Fort Collins, Colorado, and across the United States. Readers look to the guide for dining, nightlife, museums, arts, real estate, local retail, spas, bicycling, and beer...just to name a few!

**Reserve your space now for the 2024 Official Fort Collins Visitors Guide!**

I'm excited as we enter our seventh year of partnering with Visit Fort Collins to create this attractive, comprehensive print and digital destination publication.  
—Greg Hoffman, Advertising Sales Rocky Mountain Publishing



**2024 ADVERTISING RATES**

EARLY BIRD PRICING THROUGH SEPTEMBER 15		MONTHLY PAYMENT PLAN 4 MONTHLY PAYMENTS (SEPTEMBER-DECEMBER)	
Full Page	\$2999	Full Page	\$750
1/2 Page	\$1799	1/2 Page	\$450
1/4 Page	\$999	1/4 Page	\$250

**DEADLINE  
Friday, September 15, 2023**

**PREMIUM PLACEMENT**

- Back Cover \$5699
- Inside Front Cover \$4699
- Opposite Table of Contents Page \$4699
- Inside Back Cover \$4399
- Premium Placement Full Page \$3500 (Pages 3-13)

**SUPER SECTION**

**CRAFT BREWING**  
Back Cover \$4699 (Full Page)  
Map Full Page \$3500 (Limit 3 full pages)



**Final Payment and Ad Submission  
Due October 31, 2023**

See your ad representative for payment options.  
**GREG HOFFMAN**  
Greg.rmpublishing@gmail.com | 970.689.6832

**VISITOR FACTS\***

Fort Collins Visitors Spend Daily and Preview their Shopping with the Guide

Fort Collins Visitors Return and Recommend us to their Friends

Fort Collins Visitors Stay Overnight

Fort Collins Visitors have Higher than Average Incomes

Overnight Visitors stay within Fort Collins City Limits

Fort Collins Visitors Report Dining Out as their #1 Activity

\*SOURCE: IIRC & ASSOCIATES 2016-17 VISITOR PROFILE STUDY

**READERS LOOK TO THE GUIDE FOR:**

- Dining, Nightlife, Brewery Tours
- Outdoor Recreation
- Arts and Entertainment
- Museums, Galleries and Historical Sites
- Hotels and Meeting Venues
- Local Healthcare and Health Campuses
- Real Estate and New Developments
- Shopping Districts and Local Retail
- Education, Institutes, Employment
- Fort Collins Amenities, Relocation
- Spas, Salons and Massage
- Bicycling

**DISTRIBUTION**

- Print and digital copies throughout 2024
- Local, state and nationwide distribution via drop sites and direct mail.
- Fort Collins Area Chamber of Commerce
- Local real estate offices.
- Digital download edition at [visitfortcollins.com](http://visitfortcollins.com)
- 50% Read-to-buy conversion rate



Contact Abby Davidson at [abby@ftcollins.com](mailto:abby@ftcollins.com) for information or questions regarding partnership with Visit Fort Collins.



Rocky Mountain Publishing has once again delivered a high-quality guide, and we are excited to build on their continued success.  
—Cynthia Eichler, President/CEO Visit Fort Collins



The Official Fort Collins Visitors Guide will be available in Spring, 2024.