

Welcome to the 2024 Official Fort Collins Visitors Guide!

We're 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



Scott Titterington

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: RRC & 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

2024 ADVERTISING RATES

EARLY BIRD PRICING

THROUGH
SEPTEMBER 15

MONTHLY PAYMENT PLAN

4 MONTHLY PAYMENTS
(SEPTEMBER-DECEMBER)

Full Page \$2999

1/2 Page \$1799

1/4 Page \$999

Full Page \$750

1/2 Page \$450

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 representatives for payment options.

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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
- 50% Read-to-buy conversion rate



Contact Abby Davidson at abby@ftcollins.com for information or questions regarding partnership with Visit Fort Collins.



Abby Davidson

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



Cynthia Eichler

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