

Mechanical Requirements

FEATURED CONTENT AD

Fill in the information below.

HEADLINE TEXT (Up to 50 characters including spaces)

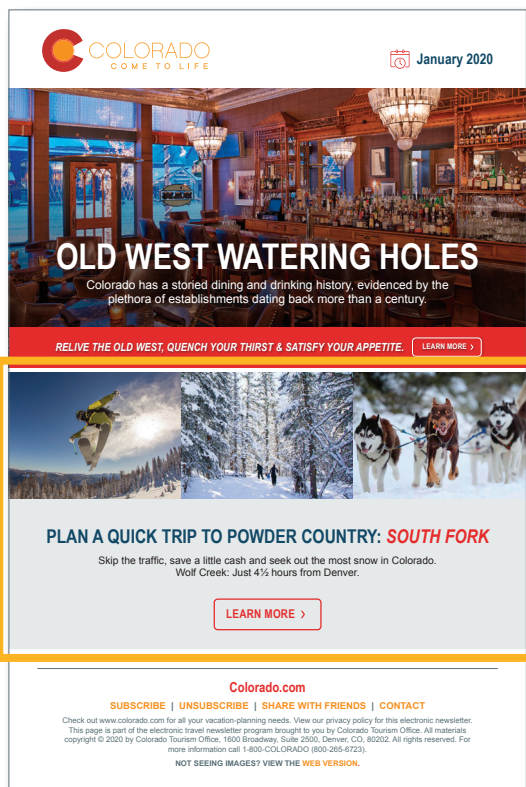
BODY COPY (Up to 300 characters including spaces)

URL FOR LINK (URL is NOT included in character count)

THREE 200 x 146 px IMAGES

In an effort to seamlessly incorporate ads and editorial content, we request images be submitted without logos or text on them.

EXAMPLE AD



The example ad is a vertical rectangle divided into three main sections. The top section features the Colorado logo and 'January 2020' in the top right. Below this is a photograph of a rustic bar interior with the headline 'OLD WEST WATERING HOLES' and a sub-headline 'Colorado has a storied dining and drinking history, evidenced by the plethora of establishments dating back more than a century.' A red button with the text 'LEARN MORE >' is at the bottom of this section. The middle section features a photograph of a skier and a dog sled team with the headline 'PLAN A QUICK TRIP TO POWDER COUNTRY: SOUTH FORK' and a sub-headline 'Skip the traffic, save a little cash and seek out the most snow in Colorado. Wolf Creek. Just 4½ hours from Denver.' A red button with the text 'LEARN MORE >' is at the bottom of this section. The bottom section contains the text 'Colorado.com' followed by 'SUBSCRIBE | UNSUBSCRIBE | SHARE WITH FRIENDS | CONTACT'. Below this is a small disclaimer: 'Check out www.colorado.com for all your vacation-planning needs. View our privacy policy for this electronic newsletter. This page is part of the electronic travel newsletter program brought to you by Colorado Tourism Office. All materials copyright © 2020 by Colorado Tourism Office, 1600 Broadway, Suite 2000, Denver, CO, 80202. All rights reserved. For more information call 1-800-COLORADO (800-268-4723). NOT SEEING IMAGES? VIEW THE WEB VERSION.'

Guidelines

TECHNICAL GUIDELINES

- For all ads, please include a **URL** for the links.
- Must provide **3 images** per ad (example below)
- All images must be **JPG**
- Note: We cannot accept Google Short Links (i.e., <http://goo.gl/l6MS>) with your content; we have had trouble with Google deactivating them after we blast our emails. We're happy to track your links with the regular Google tracking codes (i.e., www.yourwebsite.com/?utm_source=colorado_com&utm_medium=referral&utm_campaign=july2014-outofstate)

FEEES AND PRODUCTION SERVICES

- **Materials received after the deadline might result in exclusion from the newsletter.**

SUPPLYING ELECTRONIC MATERIALS

- Submit this form, 3 images, and all info to Jason Swancey
Jason.Swancey@MilesPartnership.com,
800-683-0010 ext. 2333 or 303-867-8232.



Supplying Digital Materials

Jason Swancey
Advertising & Data Manager

Jason.Swancey@MilesPartnership.com

Phone: 800-683-0010 ext. 2333 or 303-867-8232

13952 Denver West Pkwy, Suite 200, Lakewood, CO 80401