



COLORADO.COM

COLORADO.COM PROGRAMMATIC AUDIENCE TARGETING

Receive premium space in digital advertisements targeted to highly qualified audiences of travelers at an affordable cost. Using first-party data, we're able to target audiences based on their demographics and behaviors, engaging users who have previously visited Colorado.com and retargeting them with meaningful messaging encouraging them to visit.

			\$2,500 PACKAGE			
TACTIC	FORMAT	TARGETING APPROACH	CPM	IMPRESSIONS	TIMING	TOTAL COST
Display	IAB-approved banner sizes	Colorado.com's first-party data: retargeting and audience extension using the look-alike audiences of our data partner, Dstillery	\$10.00	250,000	30 days; detailed performance metrics provided at the end of the campaign	\$2,500

			\$6,000 PACKAGE			
TACTIC	FORMAT	TARGETING APPROACH	CPM	IMPRESSIONS	TIMING	TOTAL COST
Display	IAB-approved banner sizes	Colorado.com's first-party data: retargeting and audience extension using look-alike audiences + prospecting, contextual, demo and behavioral targeting from our data partner, Dstillery	\$7.50	800,000	30 days; detailed performance metrics provided at the end of the campaign	\$6,000

			\$11,000 PACKAGE			
TACTIC	FORMAT	TARGETING APPROACH	CPM	IMPRESSIONS	TIMING	TOTAL COST
Display	IAB-approved banner sizes	Colorado.com's first-party data: retargeting and audience extension using look-alike audiences + prospecting, contextual, demo and behavioral targeting from our data partner, Dstillery	\$7.50	800,000	60 days; detailed performance metrics provided at the end of the campaign	\$6,000
Pre-Roll Video	:15 or :30 video	Mix of prospecting, behavioral targeting, demographic targeting and geographic targeting	\$15.75	317,460	60 days; detailed performance metrics provided at the end of the campaign	\$5,000
Total			\$9.84	1,117,460		\$11,000

			\$15,000 PACKAGE			
TACTIC	FORMAT	TARGETING APPROACH	CPM	IMPRESSIONS	TIMING	TOTAL COST
Display	IAB-approved banner sizes	Colorado.com's first-party data: retargeting and audience extension using look-alike audiences + prospecting, contextual, demo and behavioral targeting from our data partner, Dstillery	\$7.31	2,052,000	60 days; detailed performance metrics provided at the end of the campaign	
Total			\$7.31	2,052,000		\$15,000

Display Banner Specifications:

BANNERS IN SIX SIZES:

- 300 x 250, 728 x 90, 160 x 600, 300 x 600, 300 x 50, and 320 x 50
- Need to be static, with no animation/HTML5
- Limit two versions per creative unit

NATIVE ADS:

- See next page for specs and form.

Pre-Roll Video Specifications:

- Supported File Type: MP4
- Video Length: 0:15 or 0:30
- Aspect Ratio: 16:9
- Ad Sizes: Minimum height of 144 pixels
- File Size: Maximum 25MB



Supplying Digital Materials

Jason Swancey
Advertising & Data Manager

Jason.Swancey@MilesPartnership.com
Phone: 800-683-0010 ext. 2333 or 303-867-8232



Mechanical Requirements

NATIVE ADS

Fill in the information below.

HEADLINE TEXT 20 characters (however, 25 characters is accepted on almost all inventory)

BODY COPY 90 characters

MAIN IMAGE

Exactly 1200x627 (1.91:1 aspect ratio)

MAX FILE SIZE

200 KB

ICON/LOGO

Exactly 240x240 (1:1 aspect ratio)

BRAND NAME 25 characters



Supplying Digital Materials

Jason Swancey
Advertising & Data Manager

Jason.Swancey@MilesPartnership.com

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