



Inspiring Travelers to Visit and Vacation in Dillon and Silverthorne



In its sixth year, *Exit 205* is the official tourism magazine of the towns of Dillon and Silverthorne. This award-winning publication showcases the best of these two mountain towns to a strategically targeted audience of Front Range and drive-market travelers. Spectacular photography and authentic, inspiring and engaging content focuses on year-round recreation, local entertainment, the art scene, shopping, food, and more. It includes intriguing features, actionable itineraries, informative and easy-to-navigate maps, and interviews with local personalities. *Exit 205* hits the market April 30, 2022

45,000 Print Edition Copies Distributed Annually

- POLYBAG WITHIN THE MAY EDITION OF 5280 MAGAZINE
- TO COLORADO WELCOME CENTERS
- TO COLORADO FRONT RANGE, GRAND JUNCTION, LEADVILLE, BUENA VISTA & SALIDA
- IN SUMMIT COUNTY INCLUDING FRISCO, COPPER, KEYSTONE & BRECKENRIDGE
- TO TRAVELERS OPTING-IN ON MYCOLORADOPARKS.COM TRIP PLANNER (INSERTED INTO COLORADO MAILERS)
- TO DILLON AND SILVERTHORNE VISITOR CENTERS AND AREA BUSINESSES
- 1,000+ DIGITAL EDITION DOWNLOADS

PROGRAM 1

- Full-page print magazine ad
- Full-page magazine ad in digital edition with active links

Full Page Specs:

Live — 7.5"w x 9.875"h
Trim — 8.5"w x 10.875"h
Bleed — 9.0"w x 11.375"h

PROGRAM 2

- Half-page print magazine ad
- Half-page magazine ad in digital edition with active links

Half Page Specs:

Horizontal — 7.5"w x 4.875"h
Vertical — 3.6785"w x 9.875"h

PROGRAM 3

- Quarter-page print magazine ad
- Quarter-page magazine ad in digital edition with active links

Quarter Page Specs:

Horizontal — 3.6785"w x 4.875"h

COST: \$2,999 (\$6,000 Value)

COST: \$1,699 (\$3,000 Value)

COST: \$749 (\$1,500 Value)

Reservation Deadline: **March 23, 2022** | Materials Deadline: **March 30, 2022** | Distribution Start: **April 30, 2022**

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