

COLORADO CONVENTION CENTER

Advertising Options



Reach

SPONSORS, EXHIBITORS, AND CONVENTION ATTENDEES WITH SPECTACULAR DIGITAL AND STATIC ADS. THE MEDIA FEATURES & BENEFITS INCLUDE:

- Large format, full-motion LED signs spaced in and around the Colorado Convention Center and throughout the Denver Theatre District
- Reach convention patrons and audiences in the heart of downtown Denver
- Broadcast to some of the most heavily traveled intersections in downtown Denver
- Digital media encourages targeted, timely messaging allowing advertisers to rotate ads and change copy at any time

Outdoor Locations

AT THE CONVENTION CENTER

14' x 48' Digital Billboard – 14th St. & California St.

- Located at the main entrance of the Convention Center and faces 14th Street's heavy traffic
- Visible from inside the Convention Center and the light rail train stop

\$2,500 per week (every 90 seconds)
\$1,500 per week (every 180 seconds)
\$1,000 per week (every 360 seconds)



25' x 60' Digital Billboard – 14th St. & Champa St.

- Directly to the right of the main entrance above the light rail stop
- HD-compatible digital sign on the northwest corner
- Faces heavily traveled intersection of two major one-way arteries

\$3,000 per week (every 80 seconds)
\$2,000 per week (every 160 seconds)
\$1,250 per week (every 320 seconds)



9' x 16' Digital Billboard – Speer Blvd. & Colfax Ave.

- Southeast corner of Colorado Convention Center
- Located near one of Denver's busiest intersections
- Provides great coverage as conventioners arrive

\$2,500 per week (every 90 seconds)
\$1,500 per week (every 180 seconds)
\$1,000 per week (every 360 seconds)



ALL ADS ARE A LENGTH OF 10 SECONDS AND CAN RANGE FROM STATIC TO FULL MOTION.
ALL LED DIGITAL BILLBOARDS RUN FOR A MINIMUM OF 17 HOURS/DAY.
THREE DIFFERENT CREATIVES CAN BE ROTATED AT ONE TIME PER BUY.

Indoor Locations

LOCATED THROUGHOUT THE CONVENTION CENTER

17.5" h x 24" w & 15.75" h x 20.75" w – Digital Kiosks

- 35 panels located throughout the Convention Center on the top of information/directory kiosks
- Reaches attendees throughout the convention center

\$2,625 for 35 panels/week (every 80 seconds)

\$1,400 for 35 panels/week (every 160 seconds)

ALL ADS ARE A LENGTH OF 10 SECONDS AND CAN RANGE FROM STATIC TO FULL MOTION.

ALL LED DIGITAL KIOSKS RUN FOR A MINIMUM OF 18 HOURS/DAY.

TWO DIFFERENT CREATIVES CAN BE ROTATED AT ONE TIME AND CAN BE SWITCHED OUT EACH WEEK.



36" x 60" Backlit Kiosks

- Located within the Convention Center's grand concourse
- Reaches attendees in the heart of the Convention Center

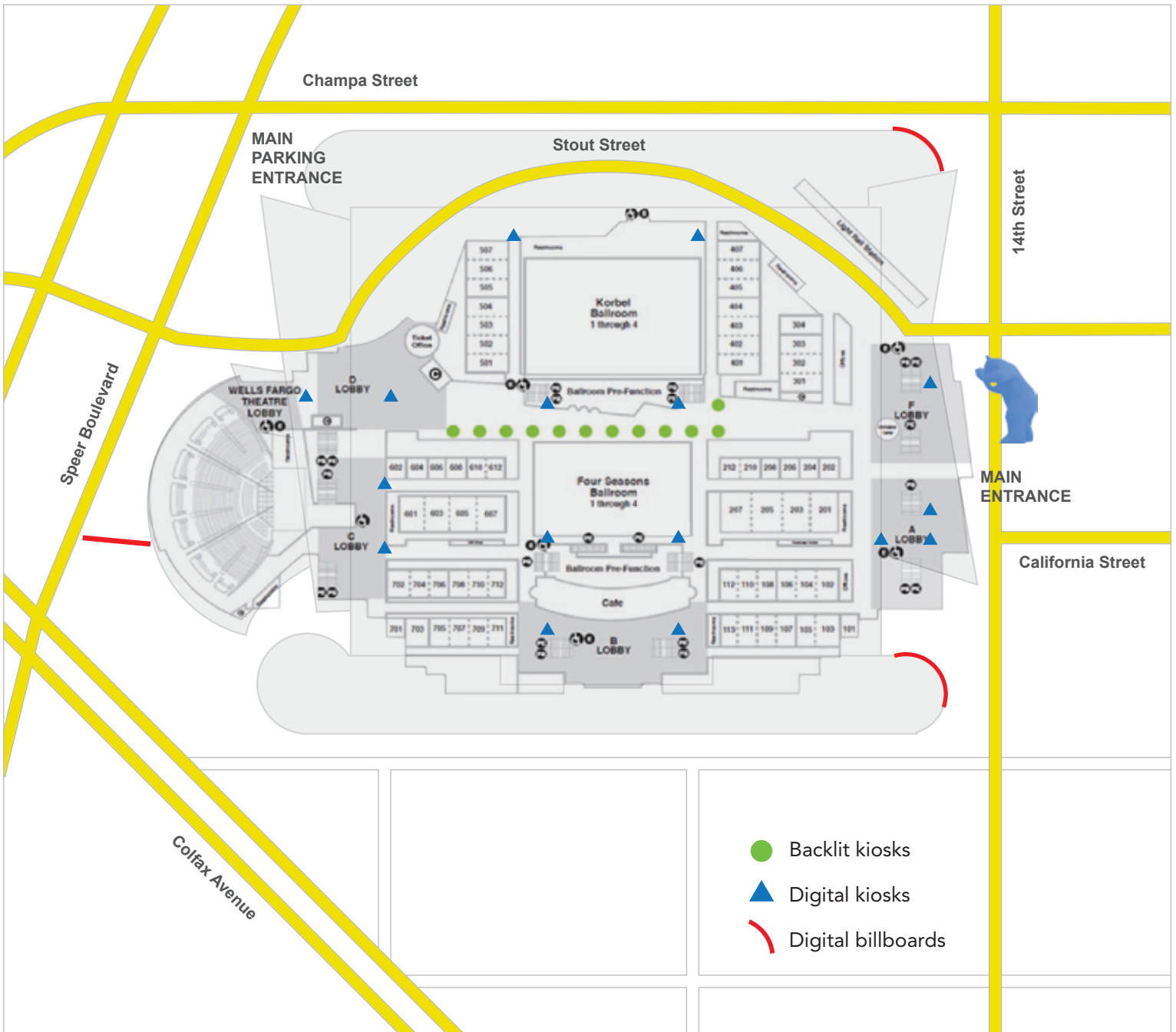
\$400/panel per week

PRINTING AND INSTALLATION ARE AN ADDITIONAL CHARGE.



Map

LOCATIONS AT THE CONVENTION CENTER



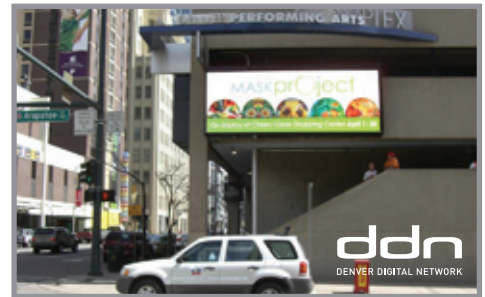
Outdoor Locations

WITHIN THREE BLOCKS OF THE CONVENTION CENTER

- 9' x 16' Digital Billboard – 14th St. & Curtis St.
- 9' x 16' Digital Billboard – Arapahoe St. & 14th St.
- 9' x 16' Digital Billboard – 14th St. & Arapahoe St.

- Within two blocks of the Convention Center
- Adjacent to The Curtis Hotel, Hotel Teatro & Four Seasons Hotel
- Within two blocks of Larimer Square, 16th St. Mall & the Pavilions

\$600/panel per week (every 90 seconds)
\$370/panel per week (every 180 seconds)
\$250/panel per week (every 360 seconds)



- 9' x 16' Digital Billboard – Speer Blvd. & Arapahoe St. (SB & NB)

- Within two blocks of the Convention Center
- Double-sided sign located on one of Denver's busiest roadways
- Reaches incoming traffic to the Denver Performing Arts Center

\$3,500/panel per week (every 90 seconds)
\$2,200/panel per week (every 180 seconds)
\$1,500/panel per week (every 360 seconds)

Pricing includes both sides on this billboard



- 4 Spectacular Billboard – 14th St. & Arapahoe St.
- 3 Spectacular Billboard – Arapahoe St. & 14th St.

- Located at the Performing Arts Complex
- One to two blocks from Convention Center
- Seven separate wallscales (static ads) available
- 6 sizes: 30'x45', 30'x60', 30'x70', 30'x80', 35'x70', 45'x50'

\$15,000 per sign for six weeks (includes production and install)



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THREE DIFFERENT CREATIVES CAN BE ROTATED AT ONE TIME PER BUY.

Denver Theatre District

ABOUT

The Denver Theatre District (DTD) is a not-for-profit 501(c)(3) created to enhance downtown Denver through public art investment, city and regional art and cultural promotions.

The DTD extends from the 16th Street Mall and Arapahoe Street to Speer Boulevard; Speer Boulevard to Welton Street; Welton Street to 14th Street; 14th Street to Champa Street; Champa Street to the 16th Street Mall.

DTD is managed by a Board comprised of representatives from: the City and County of Denver Department of Cultural Affairs or Office of Economic Development, Theatres and Arenas, the Denver Center for Performing Arts, the Downtown Partnership, the Denver Metro Convention and Visitors Bureau and private land owners in the rezoned area.



Contact Information

FOR QUESTIONS REGARDING:



PLEASE CONTACT:

KEITH DILLION
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P 303.672.7214, C 303.882.6898
keith@proxypartners.com

DENVER DIGITAL NETWORK – SIGNS

Digital Billboards

- 14' x 48' – 14th St. & California St.
- 9' x 16' – Speer Blvd. & Colfax Ave
- 9' x 16' – Speer Blvd. & Arapahoe St., SB
- 9' x 16' – Speer Blvd. & Arapahoe St., NB
- 9' x 16' – 14th St. & Curtis St.
- 9' x 16' – 14th St. & Arapahoe St.
- 9' x 16' – Arapahoe St. & 14th St.

Convention Center Interior Ads

- Digital Kiosk Ads
- Backlit Kiosk Ads

ADDITIONAL AD OPPORTUNITIES
ARE AVAILABLE.

FOR QUESTIONS REGARDING:



PLEASE CONTACT:

KRISTIN JOHNSON
Senior Sales & Sponsorship Director
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BRANDED CITIES – SIGNS

Digital Billboards

- 25' x 60' – 14th & Champa St.

Static Billboards

- 35' x 70' – 14th St. & Arapahoe St.
- 30' x 45' – 14th St. & Arapahoe St.
- 45' x 50' – 14th St. & Arapahoe St.
- 30' x 70' – 14th St. & Arapahoe St.
- 30' x 80' – Arapahoe St. & 14th St.
- 30' x 60' – Arapahoe St. & 14th St.
- 30' x 70' – Arapahoe St. & 14th St.

ADDITIONAL AD OPPORTUNITIES
ARE AVAILABLE.