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DENVER - WALL STREET OF THE ROCKIES APP ADVERTISING OPPORTUNITIES 2017

Did you ever notice those wonderful medallions embedded in the ground along Denver's 17th St., south of Union Station? It's the Wall Street of the Rockies honor walk, one of Denver's overlooked treasures.

The Wall Street of the Rockies app and website will be an effective way to help create a new destination attraction in Downtown Denver. There are around 37 in-ground medallions lining 17th Street, just waiting for an app and website to tell their century-old tales about Wall Street of the Rockies. Recognizing the history that exists will help invigorate the neighborhood as a walking district.

The Wall Street of the Rockies is a great story and an existing urban destination with a virtually nonexistent technical presence. The Wall Street of the Rockies technical applications will take this landmark into the 21st Century and help to enliven 17th Street as a dynamic commercial district. The Wall Street of the Rockies app offers free entertainment to keep people in the neighborhood longer, enjoying its amenities.

The project has received enthusiastic support of the Downtown Denver Partnership.





WHAT DOES THE WALL STREET OF THE ROCKIES APP DO?

- We will call attention to an overlooked swath of Denver History – the Wall Street of the Rockies.
- The app may help invigorate the 17th St. Business District, Downtown and LoDo.
- Brings attention to businesses and points of interest in Denver zip code 80202.
- It tells a story that needs to be told.
- Highlights the importance of Wall Street of the Rockies.
- Responsive design fits iPhone, iPad, Android, Kindle Fire and desktop.
- The Wall Street of the Rockies app offers free entertainment to keep people in the neighborhood longer, enjoying its amenities.
- Launch date: 2Q 2017.





TARGET AUDIENCE

The Wall Street of the Rockies app and website is an effective way to create a new destination attraction in Downtown Denver. The appeal of this app is long-term and broad-based, appealing to locals, visitors and commuters.



Individuals who may enjoy this app include:

- **Visitors - Denver welcomed 16.4 million overnight visitors in 2015.**
- **Commuters - 103,377,797 individuals Ride Denver RTD trains each year.**
- **Locals - Approximately 10,977 people live in zip code 80202 (2013 statistics).**

This dynamic Downtown Denver neighborhood has a bright future. Residents in local zip code 80202 have a per capita income of \$63,797 including all adults and children. The median household income is \$67,741. Future job growth over the next ten years is predicted to be 40.10%.

Tourism also has a big impact on Downtown Denver. Home to some of the City's most-loved hotels, overnight visitors spent a record \$5 billion in 2015 – a growth of 9% from the previous year. Guests spent more than \$1.5 billion in Denver hotels and other lodging establishments, and \$1 billion on food and beverages. Purchases at retail stores were \$627 million, while vacationers and business travelers spent \$437 million on the city's paid attractions and other recreational and sightseeing activities.

On average in 2015, the biggest spenders were business travelers, who spent \$149 per day; followed by marketable leisure visitors who spent \$136 per day, then followed by people visiting friends and relatives, who spent \$71 per day. Each of those figures increased over 2014.

The Wall Street of the Rockies app and website is an effective way to create a new destination attraction in Downtown Denver that appeals to all locals, visitors and commuters with an interest in Denver history.



WALL STREET OF THE ROCKIES ADVERTISING BENEFITS

- Appeal to Downtown Denver audience.
- Enliven 17th businesses.
- Target marketed for zip code 80202
- Be visible to an audience you might not reach.
- Associate your brand with experiences people care about
- Easily initiate calls to action, coupons, information sharing and place making.

Advertising options offer mobile, desktop combinations, including:

- Splash Screen Sponsor
- Social Media Sponsor
- Audio Sponsor
- Virtual Reality Sponsor
- Game Sponsor
- End of Story Rewards
- Priority Sponsor List Placement
- Map Point (80202 only)
- Highlighted Listings
- Main Banner
- Banner Ad
- Sponsor Listing
- Website Banner Ad
- Website Box Ad
- Website Thank you page





MOBILEe SPLASH SCREEN AD

Price: \$5,000 for 18 months

- Covers the entire screen.
- Stays up for 6 seconds.
- A minimum of 10,000 impressions per month.
- 120 seconds between Splash Screen ads.
- Up to 6 ad changes a year.
- Splash Screen may display:
 - 6 second viewing upon opening the app.
 - Opening the Sponsor page.
 - The *Go Out and Have Fun* tab of the Be Local section.
- This module may be customized with sponsor logo and contain any kind of information the sponsor wishes.
- Links to your Sponsorship Landing Page.
- Sized to fit iPhone, iPad, and Android.

But wait! There's more! You also get:

- ✓ App Large Main Banner Ad - Top of Screen.
 - *(A minimum of 250 impressions per month.)*
- ✓ App Banner Ad - Bottom of Screen
 - *(A minimum of 5,000 impressions per month.)*
- ✓ Sponsor Listing on App in Honors section.
- ✓ In-app Sponsor page.
- ✓ Individual, company and link listing on Website Thank you Page.



MOBILE SPLASH SCREEN AD FEATURES – page 2

Price: \$5,000 for 18 months

What we need from our Splash Screen Sponsor:

- a. *Splash Screen advertisement image size is 480 x 800 pixels, 200 KB gif/.jpg.*
- b. *Banner URL.*
- c. *App Large Main Banner advertisement image size is 640x240 pixels, 150 KB gif/.jpg.*
- d. *App Main Banner URL.*
- e. *App Banner advertisement image size is 600x110 pixels, 150 KB gif/.jpg.*
- f. *App Banner URL.*
- g. *Sponsor Name and description (100 words or less).*
- h. *Thumbnail picture 120x150px 24KB, .gif/.jpg.*
- i. *Sponsor website URL.*
- j. *In-app sponsor content.*



MOBILE SOCIAL MEDIA SPONSOR

Price: \$4,500 for the foreseeable future

- Your Icon is branded on the Social Media section.
- You choose three handles or hashtags that will be preprogrammed into Wall Street of the Rockies social media posts.
 - This module can contain any kind of information about the sponsor, including a list of products, offers, stories, incentives and more. Customize the module with logo, description and website links.

You also get:

- ✓ App Large Main Banner Ad - Top of Screen.
(A minimum of 200 impressions per month.)
- ✓ App Banner Ad - Bottom of Screen.
(A minimum of 4,500 impressions per month.)
- ✓ Sponsor Listing on App in Honors section.
- ✓ In-app Sponsor page.
- ✓ Individual, company and link listing on Website Thank you page.

What We Need from our Social Media Sponsor:

- a. Square Social Media icon.
- b. Icon URL.
- c. Handles or hashtags of choice.
- d. App Large Main Banner advertisement image size is 640x240 pixels, 150 KB gif/.jpg.
- e. App Main Banner URL.
- f. App Banner advertisement image size is 600x110 pixels, 150 KB gif/.jpg.
- g. App Banner URL.
- h. Sponsor Name and description (100 words or less).
- i. Thumbnail picture 120x150px 24KB, .gif/.jpg)
- j. Sponsor website URL..
- k. In-app sponsor content.



MOBILE SOCIAL ENGAGEMENT GAME SPONSOR

Price: \$4,000 for the life of the game

What better way to remember the Wall Street of the Rockies medallion than with a fun social engagement game to cap the experience. Use one of our ideas or submit your own. We're looking for trivia, polls, quizzes, role playing games, puzzles and the like.

- Game responses will be posted on social media with a pre-filled sponsor handle or hashtag.
- Savor the success with a leader board featuring your sponsored pix.
- Please contact us to collaborate on a game strategy.

You also get:

- ✓ Interstitial ad when the section is opened.
- ✓ App Large Main Banner Ad - Top of Screen.
(A minimum of 200 impressions per month.)
- ✓ App Banner Ad - Bottom of Screen.
(A minimum of 4,000 impressions per month.)
- ✓ Sponsor Listing on App in Honors section.
- ✓ In-app Sponsor page.
- ✓ Individual, company and link on Website Thank you page.

What We Need from our Game Sponsor:

- Interstitial ad image 320x568 pixels, 150 KB gif/.jpg.
(Please contact us about audio and video specs,)*
- Game ad URL.*
- App Large Main Banner advertisement image size is 640x240 pixels, 150 KB gif/.jpg.*
- App Main Banner URL.*
- App Banner advertisement image size is 600x110 pixels, 150 KB gif/.jpg.*
- App Banner URL.*
- Sponsor Name and description (100 words or less)*.*
- Thumbnail picture 120x150px 24KB, .gif/.jpg)*
- Sponsor website URL..*
- In-app sponsor content.*





AUDIO SPONSOR

Price: \$4,000 for the foreseeable future

With your help, we can build an audio section into this app, allowing people to hear the tours.

- Sponsor name will be on identification banner.
- Sponsor name will be on opening page.
- Option for up to 30 seconds of video and audio ad.

You also get:

- ✓ Interstitial ad when the section is opened.
- ✓ App Large Main Banner Ad - Top of Screen.
(A minimum of 200 impressions per month.)
- ✓ App Banner Ad - Bottom of Screen.
(A minimum of 4,000 impressions per month.)
- ✓ Sponsor Listing on App in Honors section.
- ✓ In-app Sponsor page.
- ✓ Individual, company and link listing on Website Thank you page.

What We Need from our Audio Sponsor:

- Interstitial ad image 320x568 pixels, 150 KB gif/.jpg.
(Please contact us about audio and video specs,)*
- Game ad URL.*
- App Large Main Banner advertisement image size is 640x240 pixels, 150 KB gif/.jpg.*
- App Main Banner URL.*
- App Banner advertisement image size is 600x110 pixels, 150 KB gif/.jpg.*
- App Banner URL.*
- Sponsor Name and description (100 words or less).*
- Thumbnail picture 120x150px 24KB, .gif/.jpg)*
- Sponsor website URL..*
- In-app sponsor content.*





VIRTUAL REALITY SPONSOR

Price: \$4,000 for the foreseeable future

With your help, we can build virtual Denver and give users a totally unique experience.

- Sponsor name will be on identification banner.
- Sponsor name will be on opening page.
- Option for up to 30 seconds of video and audio ad.

You also get:

- ✓ Interstitial ad when the section is opened.
- ✓ App Large Main Banner Ad - Top of Screen.
(A minimum of 200 impressions per month.)
- ✓ App Banner Ad - Bottom of Screen.
(A minimum of 4,000 impressions per month.)
- ✓ Sponsor Listing on App in Honors section.
- ✓ In-app Sponsor page.
- ✓ Individual, company and link listing on Website Thank you page.

What We Need from our Virtual Reality Sponsor:

- Interstitial ad image 320x568 pixels, 150 KB gif/.jpg.
(Please contact us about audio and video specs,)*
- Game ad URL.*
- App Large Main Banner advertisement image size is 640x240 pixels, 150 KB gif/.jpg.*
- App Main Banner URL.*
- App Banner advertisement image size is 600x110 pixels, 150 KB gif/.jpg.*
- App Banner URL.*
- Sponsor Name and description (100 words or less).*
- Thumbnail picture 120x150px 24KB, .gif/.jpg)*
- Sponsor website URL..*
- In-app sponsor content.*



MOBILE END OF STORY REWARD

Price: \$3,500 for the foreseeable future

Hey, what a great way to motivate an audience when they've reached the end of a medallion description and there's your upbeat Interstitial ad reward for making it through this medallion story.

According to a study by IPG Media Lab, here's why putting your ad at the end works:

- People are 40% more excited during an achievement moment vs. normal app usage.
- Rewards generate 31% more user excitement than ads.
- 84% of people prefer rewards over banners and full-screen interstitials.
- Option for up to 30 seconds of video and audio.

You also get:

- ✓ App Large Main Banner Ad - Top of Screen.
(A minimum of 200 impressions per month.)
- ✓ App Banner Ad - Bottom of Screen
(A minimum of 3,500 impressions per month.)
- ✓ Sponsor Listing on App in Honors section.
- ✓ In-app Sponsor page.
- ✓ Individual, company and link listing on Website Thank you page.

What We Need from each End of Story Reward Sponsor:

- Interstitial ad image 320x568 pixels, 150 KB gif/.jpg.
(Please contact us about audio and video specs,)*
- Story Reward URL.*
- App Large Main Banner advertisement image size is 640x240 pixels, 150 KB gif/.jpg.*
- App Main Banner URL.*
- App Banner advertisement image size is 600x110 pixels, 150 KB gif/.jpg.*
- App Banner URL.*
- Sponsor Name and description (100 words or less).*
- Thumbnail picture 120x150px 24KB, .gif/.jpg)*
- Sponsor website URL..*
- In-app sponsor content.*



PRIORITY SPONSOR LIST PLACEMENT

Price: Top listing with star - \$1,600 for 18 months

2nd listing with star - \$1,500 for 18 months

3rd listing with star - \$1,400 for 18 months

(1 of each available.)

- Get top Honors!
- Choose one of three levels priority placement at the top of the Honor/Sponsor list, highlighted with a gold star.

You also get:

- ✓ App Banner Ad - Bottom of Screen
(A minimum of 2,000 impressions per month.)
- ✓ Sponsor Listing on App in Honors section.
- ✓ Individual, company and link listing on Website Thank you page.

What We Need from each Priority Placement Sponsor:

- a. Banner Ad image size is 600x110 pixels, 150 KB gif/.jpg.*
- b. Banner URL.*
- c. Sponsor Name and description (25 words or less).*
- d. Thumbnail picture 120x150px 24KB, .gif/.jpg.*
- e. Sponsor website URL.*



MOBILE LARGE MAIN BANNER

Price: \$400 for 3 months or

\$1,500 for 18 months

(12 spots available per quarter.)

- Posted at the top of the screen.
- A minimum of 10,000 impressions per month.
- Large Main Banner ads rotate approximately every 20 seconds.
- Up to 6 ad changes per year with a 1-year contract.
- This module can contain any kind of information about the sponsor, including a list of products, offers, stories, incentives and more.
- Customize the module with sponsor logo, description and website links.
- Scrolls up with page.
- 3-month ad periods available: 3Q 2017, 4Q 2017.
 - *(No changes with 3-month ad.)*

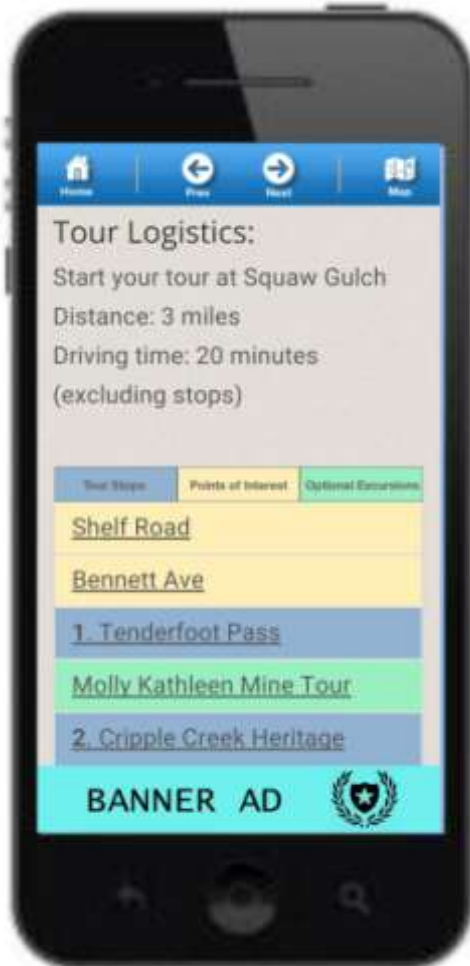
There's more! You also get:

- ✓ Sponsor Listing on App in Honors section.
- ✓ Individual, company and link listing on Website Thank you page.

What We Need from each Main Banner Sponsor:

- App Large Main Banner advertisement image size is 640x240 pixels, 150 KB gif/.jpg.*
- Banner URL.*
- Sponsor Name and description (25 words or less).*
- Thumbnail picture 120x150px 24KB, .gif/.jpg.*
- Sponsor website URL.*

Clicking on the banner ad directs users to your sponsor page with a customizable image, name and description, and a "More Info" link to your webpage.



MOBILE BANNER AD FEATURES

Price: \$135 for 3 months or \$500 for 18 months

- A minimum of 10,000 impressions per month.
- Banner ads rotate approximately every 4 seconds.
- Up to 6 ad changes a year.
- This module can contain any kind of information about the sponsor, including a list of products, offers, stories, incentives and more.
- Customize the module with sponsor logo, description and website links.
- 3-month ad periods available: 3Q 2017, 4Q 2017
- Posted at the bottom of screen.
 - (No changes with 3-month ad.)

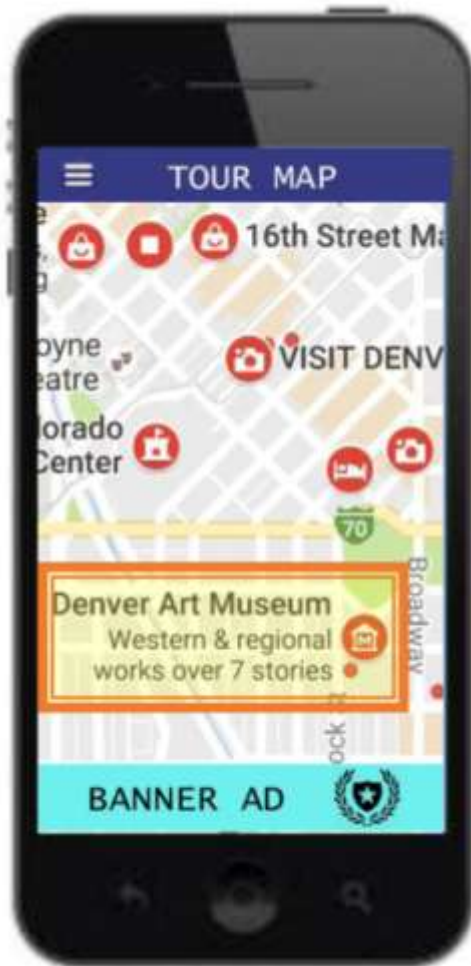
You also get:

- ✓ Sponsor Listing on App in Honors section.
- ✓ Individual, company and link listing on Website Thank you page.

What We Need from each Banner Ad Sponsor:

- Banner Ad image size is 600x110 pixels, 150 KB gif/.jpg.*
- Banner URL .*
- Sponsor Name and description (25 words or less).*
- Thumbnail picture 120x150px 24KB, .gif/.jpg.*
- Sponsor website URL.*

Clicking on the banner ad directs users to your sponsor page with a customizable image, name and description, and a “More Info” link to your webpage.



MOBILE 80202 MAP POINT LISTING

Price: \$250 thru 12/31/2018

Available for zip code 80202 only.

- Check it out, you're on the map, a local attraction. A Map Point ad will give your business the impression that you are established in the neighborhood, allowing you to connect with more customers.

- Map Point lets you stand out to locals, visitors, business people or residents from the area. People want ideas for things to do. Show them where to find you and they may become life-long customers.

- 80202 zip code only.

(All ads must be legal, G-rated and family friendly. Publisher has the option to deem a location inappropriate.)

You also get:

- ✓ Sponsor Listing on App in Honors section.
- ✓ Individual, company and link listing on Website Thank you page.

What We Need for each Map Point Listing:

1. Name:
2. Complete Address:
3. Contact:
- b. Sponsor Name and description (25 words or less).
- c. Thumbnail picture 120x150px 24KB, .gif/.jpg.
- d. Sponsor website URL.



ENHANCED SPONSOR LISTING

Price: \$175 for 18 months

- Choose to stand out.
- Make your brand more visible.
- This is an easy, cost-efficient way to get identified on our gracious list of sponsors and receive more attention. The more attention you get, the better for business.

(List order changes at random each time Honors section is opened.)

You also get:

- ✓ Sponsor Listing on App in Honors section.
- ✓ Individual, company and link listing on Website Thank you page.

What We Need from our Enhanced Mobile Sponsor:

- Sponsor Name and description (25 words or less).*
- Thumbnail picture 120x150px 24KB, .gif/.jpg.*
- Sponsor website URL.*



MOBILE SPONSOR LISTING

Price: \$100 for the foreseeable future

- Make your brand more visible.
- This is an easy, cost-efficient way to reach a target audience and get your brand more attention.

(List order changes at random each time Honors section is opened.)

You also get:

- ✓ Sponsor Listing on App in Honors section.
- ✓ Individual, company and link listing on Website Thank you page.

What We Need from our Mobile Sponsor:

- Sponsor Name and description (25 words or less).*
- Thumbnail picture 120x150px 24KB, .gif/.jpg.*
- Sponsor website URL.*



DESKTOP ADVERTISING

A great deal. 😊

468 x 60 Ad
(Full Banner)

WEBSITE BANNER ADS

Price: \$50 for 3 months

- Banner ads rotate approximately every 4 seconds.

What We Need for each Website Banner ad:

Banner ad:

1. Website Banner Ad is 468w x 60h, 30k max, saved as a .gif or .jpg.
 - a. Animated .gifs accepted - add additional \$10 per frame per month to price.
 - b. We do not accept Flash banner files.
2. Individual name, Company name and Website.

But wait! There's more! All Website Advertisers also get:

- ✓ Individual, company and link listing on Website Thank you page.

336 x 280

Large Rectangle

WEBSITE SIDEBAR ADS

Price: \$75 for 3 months

- Sidebar ads rotate approximately every 10 seconds.

What We Need for each Website Sidebar ad:

1. Website Sidebar Ad is vertical 125x 250px 24KB, .gif/.jpg.
 - a. Animated .gifs accepted - add additional \$10 per frame per month to price.
 - b. We do not accept Flash banner files.
2. Individual name, Company name and Website.

Clicking on the Banner or Sidebar Ad opens a new tab with the Sponsor website URL.



DESKTOP ADVERTISING **THANKYOU PAGE LISTING**

Price: \$35

Will run for the foreseeable future.

What you get:

Individual, company and link listing on Website Thank you page.

Price: \$25

Will run for the foreseeable future.

What you get:

Individual and company name on Website Thank you page.

Price: \$20 or less

Will run for the foreseeable future.

What you get:

Individual or company name on Website Thank you page.

THANK YOU ALL FOR YOUR DONATIONS

Please remember:

- All ads must be legal, G-rated and family friendly.
- Inappropriate links or content will not be posted. Donations will not be refunded.
- Our company is a non-profit so all donations are tax deductible.
- Honors lists on app will rotate at random.
- Website Thank yous will be by date of donation.
- Special opportunities may sell out
- Ads may be donated to associates or charities.