

# 2023 Downtown holiday marketing opportunities, deadlines & information

## BIZ OPPORTUNITIES

### North Magazine, Radio & KKTV

**NEW!**

This special promotion helps smaller shops join in on our “Experience Local: Shop | Celebrate | Dine” campaign at 60% off our regular rates. Half page \$495, Full page \$950 (ad or ad/content) in Dec./January edition. Additionally, receive 20% of KKTV’s published rates and either radio program, True-NORTH or Business Digest Weekly. Contact VP of Partnerships, John Lerohl at JLerohl@coloradomediagroup.com and tell him you’re a Downtown business.

### KILO & RXP Radio stations

20% added value rotator schedule (M-Su 6a-12m) on top of any schedule of \$750 or more on X1039 or \$1,000 or more on KILO **October thru December 2023**. Contact Jason Janc at jjanc@kilo943.com or 719-955-1300 and tell him you’re a Downtown business.

### Springs Magazine

“**HoliDeals**” Downtown businesses get a dedicated email blast to 10,000+ subscribers featuring participating businesses with discount info and links and a page on SpringsMag.com (47,000 visits/month) promoting the discounts with links. The Holideals will be posted for one month and the page will be promoted with banner ads and social media.

- If 4 businesses participate, the cost is \$100 per business.
- If 6 businesses participate, the cost is \$80 per business.
- If 8 or more businesses participate, the cost is \$70 per business.

Contact John Sawyer before **October 31, 2023** and tell him you’re a Downtown business john@springs.media.

### Sunny 106.3 FM Radio

**Fa La La La Local!** Sponsor a full day of holiday music on Sunny 106.3 FM including 24 fifteen second mentions, social media post and website inclusion that day for \$250. Three other radio packages on Sunny 106.3 ranging from \$500-\$1000 per month. See attached package. Contact Kristin DeCocq at kristindecocq@iheartmedia.com and tell her you’re a Downtown business.

### KRCC FM Public Radio

**Holiday Package 1:** 65, 15-second spots to run 5a-11p @ \$30 per spot + 20% spot bonus @ \$0.00 per spot (13 bonus spots)

Total spots: 78, Total Investment: \$1950

**Holiday Package 2:** 33, 15-second spots to run 5a-11p @ \$30 per spot + 20% spot bonus @ \$0.00 per spot (6 bonus spots)

Total spots: 39, Total Investment: \$990

**Holiday Package 3:** 25, 15-second spots to run 5a-11p @ \$30 per spot + 20% spot bonus @ \$0.00 per spot (5 bonus spots)

Total spots: 30, Total Investment: \$750

Only 10 packages available. Contact Leslie Faulkner, (719) 473-4801, ext. 5362 or lfaulkner@cprmail.org and tell her you’re a Downtown business.

### Colorado Springs Independent

**Shop Local Gift Guide** in daily newsletter. 11,000 opt in digital subscribers and bonus promotion in 8,000 CSBJ subscribers. Promoted in print, digital and via social media.

- Logo and 50-word listing in print and on the digital landing page. \$225 • Add a 1/8 print ad and a medium rectangle to the digital landing page. \$650
- Add a 1/6 print ad and a medium rectangle to the digital landing page \$1,150/Contact Lanny Adams at lanny@csindy.com for more details.

### Gazette

“Holiday Shopping Downtown” group print page with discounted rates. Contact Tammy Fogall tammy.fogall@gazette.com.

Turn to page 2 for holiday events and confirmed Downtown marketing placements

## GENERAL DOWNTOWN

### Holiday Stroll

### Festival of Lights Parade

### Character Stroll

### Skate In the Park

### Shop Local, Win Local

### Colorado Springs Indy

### Gazette Advertising

### KRCC underwriting

### COPPeR Digital Advertising

### CS Philharmonic Keepsake Book

### KRDO

### Sunny 106.3 FM Radio

## DETAILS

**5-8 p.m. Wednesday, Dec. 6** featuring Santa. We implore you to keep your business open "late" this one evening to take advantage of the extra traffic Downtown. And, it's only a shopping experience if everyone is open so please also encourage your neighbors to stay open til 8 p.m.

**5:50 p.m., Saturday, Dec. 9** Festival of Lights Parade Downtown

**11 a.m.-1 p.m. Saturday, Dec. 16** featuring the Grinch, Elsa, Santa, etc.

Partnership with the Parks Department. **Sponsored by Academy Bank.** Nov. thru Jan. Promotion & advertising in the Colorado Springs Indy, the Gazette, KRCC, COPPeR and more.

**Sponsored by Bank of Colorado.** Nov. 11-Dec. 11 with grand prize drawing on Dec. 15. Shoppers submit receipts from Downtown retailers totalling \$50 and are entered to win a weekly gift basket valued at \$250 full of product from Downtown businesses plus a Downtown gift card. Additionally entered to win the grand prize \$1,000 VISA gift card. Heavy social media promotion. Postcards for businesses to have by checkouts..

E-newsletter advertising featuring Small Business Saturday, Holiday shopping and Skate in the Park.

Small Business Saturday, Skate in the Park and holiday ads.

Ongoing November & December underwriting spots featuring Small Business Saturday, Holiday shopping and Skate in the Park.

Website and enewsletter for Small Business Saturday, Holiday and Character strolls.

1/2 page ad highlighting vibrancy, energy and diversity of Downtown, tying in with the broadcast campaign placed next to Nutcracker show. Book spans performances October 2022-May 2023.

13 Days of Giveaway campaign takeover of KRDO TV, radio, web site on **Dec. 7.**

**Skate in the Park** kick off radio ads for 3 weeks leading up to Skate in the Park opening, plus live remote from rink on opening day.

**Fa La La La Local.** Five day takeover of the station during holiday music, featuring Downtown shops.

Questions? Contact [carrie@downtowncs.com](mailto:carrie@downtowncs.com)

*Confirmed placements as of 08-1-23*

