

2024 Downtown holiday marketing info



DOWNTOWN HOLIDAY COUPON BOOKS

One offer per business. Visit this link: <https://forms.office.com/r/R5RHC8a3km> (or scan QR code) and submit offer, logo, address, phone number, website and social media pages. **Deadline Sept. 26.** FREE to Downtown businesses to participate. Coupon books will be given away in early November to encourage early holiday shopping.



BIZ OPPORTUNITIES

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 2024.** 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, 2024** and tell him you're a Downtown business john@springs.media.

Sunny 106.3 FM Radio

Fa 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. Available 11-8 thru 12-24. 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: 65x 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: 33x 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

Only 6 packages available. Contact Jeanette Hohman, (719) 473-4801, ext. 5347 or jhohman@krcc.org to book your holiday **schedule BEFORE September 30, 2024!**

Colorado Springs Independent

Shop Local Gift Guide in 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.Adams@PPMC.live for more details.

KRDO13 & NewsNow

24 30-second commercials on KRDO13, 6 30-second commercials on NewsNow, 24,285 digital impressions on KRDO.com \$1,000 or 24 30-second commercials on KRDO13, 8 30-second commercials on NewsNow, 71,428 digital impressions on KRDO.com \$1,500. (New campaigns only, 3 month commitment, production fee. See attached package for details.) Contact Grant Meech grant.meech@krdo.com

Side Dish with Schniper

25% off a single week or 50% off a whole month during November & December. (See attached rate sheets for original pricing, then apply discount.) Email Matthew Schniper at sidedishschniper@gmail.com.

Gazette

"Holiday Shopping Downtown" group print page with discounted rates. Contact Jason Patterman jason.patterman@gazette.com

Colorado Springs Kids Magazine

Discounted rates for our November and/or December issues: Full Page - \$510.00/issue, 1/2 Page - \$330.00/issue, 1/4 Page - \$194.00/issue, 1/8 Page - \$109.00/issue. Prices include full color ad and waived Design fee! Also, the ad could change each month if they'd like. Contact Scott Winkleman scott@coloradospringskids.com

NORTH Magazine & The Digest

Discounted ad rates for Dec./Jan. issue. Deadline Nov. 15. Visit ColoradoMediaGroup.com and SoCoDigest.com to see publications. Reach: Nearly 250K in El Paso County plus media partnership with KKTU. Contact Jeff Mohrfeld at jmohrfeld@coloradomediagroup.com. See attached rate sheets for additional information.

Cumulus Radio stations

Special rates on 30/ :15 second spots any of the four stations Monday- Saturday 5am to 8pm. Available as a one week campaign up to a seven week campaign or anything in between. Contact Marianne Fields at Marianne.Fields@cumulus.com. See attached rate sheets for additional information.



See page 3 for Downtown holiday event and marketing schedule.

GENERAL DOWNTOWN

Shop Local, Win Local

Character Stroll

Festival of Lights Parade

Holiday Stroll

Skate In the Park

Gazette Advertising

KRCC underwriting

COPPeR Digital Advertising

CS Philharmonic Keepsake Book

KRDO

Sunny 106.3 FM Radio

KCME

Side Dish with Schniper

Colorado Kids Magazine

Springs Magazine

Digital targeted advertising

Independent & CSBJ

DETAILS

Sponsored by Bank of Colorado. Nov. 8-Dec. 8 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..

11 a.m.-2 p.m. Saturday, Nov. 16 featuring the Grinch, Elsa, Santa, etc.

5:50 p.m., Saturday, Dec. 7 Festival of Lights Parade Downtown

5-8 p.m. Wednesday, Dec. 11 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.

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.

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

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. Dedicated November enewsletter for all things holiday.

1/2 page ad highlighting vibrancy, energy and diversity of Downtown placed next to Nutcracker show. Book spans performances October 2023-May 2024.

13 Days of Giveaway campaign takeover of KRDO TV, radio, web site on **Dec. 10.**

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 shopping.

Nov. 11-Dec. 11 holiday shopping messaging

TBD holiday messaging in weekly enewsletters Nov.-Dec.

Full page ad in November and December promoting shopping, events, Skate in the Park.

November & December enewsletter ads. Skate, strolls, holiday shopping, Small Biz Saturday, Gift Cards. Plus dedicated newsletter first week December.

November & December geotargeted advertising to Manitou, OCC, Shops at Briargate, holiday events for holiday shopping.

Holiday shopping and events print ads



Questions? Contact carrie@downtowncs.com. Additional buys in process.

Confirmed as of 08-6-24