

ROYAL GORGE REGION

2026-2027 VISITORS GUIDE

Local Publisher:

DARE
PRINT & SIGN CO.



**ROYAL GORGE
REGION**

40,000

FULL COLOR COPIES DISTRIBUTED

Copies of the guide are strategically distributed at the best locations to reach our visitors over the course of 12 months, including:

IN MARKET

Colorado state welcome centers

Area Hotels, Airports, & Attractions Local businesses via the Royal Gorge Chamber Alliance

RGCA walk-In

DIRECT REQUEST

Close to 7,500 guides are mailed out by the RGCA to visitors via phone and online requests

ONLINE

A digital, interactive edition of the guide will be accessible on our website, royalgorgeregion.com, which had over 240,000 visitors last year with over 1 Million page views

Ad space is limited and subject to availability. Position guarantee (1/2 page minimum) add 15%. Note: Other position requests will be considered. However, ultimate position of advertisements is at the discretion of the publisher.

ATTENTION ROYAL GORGE REGION TRAVEL & TOURISM PARTNERS!

The Royal Gorge Region is producing our Official 2026-2027 Visitors Guide, now published by DARE Print & Sign Co. We're excited to deliver a refreshed guide that engages visitors, supports local businesses, and aligns with our regional brand.

The Visitors Guide is our premier marketing publication and one of the most effective ways to reach the thousands of travelers who explore the Royal Gorge each year. The guide will help them plan where to eat, play, and stay—while showcasing your business.

Please review the ad sizes and rates and contact our ad sales representative to reserve your space. We look forward to featuring you in the 2026-2027 edition!

Ad Sales: Kristina Post – DARE Print & Sign Co.

Office: (719) 270-1008 • Direct: (719) 435-5334

info@royalgorgeregion.com

Adam Arnold – Chair Person

Fremont County Tourism Council

adam@royalgorgeregion.com

Bryan Jordan – President DestinationIQ

Agency of Record

bryan@destinationiq.com

**ARTWORK, PAYMENT & AGREEMENT DEADLINE
NOVEMBER 1, 2025**

Additional information on reverse side



FULL COLOR EDITORIAL SECTION

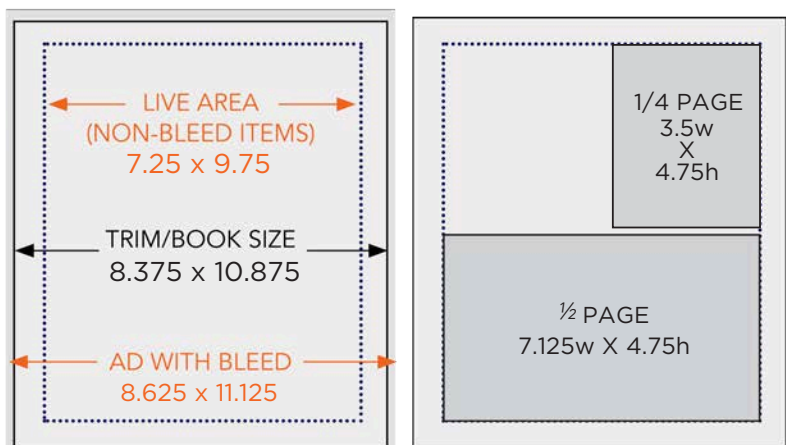
- ☐ FULL PAGE ADVERTORIAL - \$3,000
- ☐ FULL PAGE DISPLAY AD - \$3,000
- ☐ HALF PAGE DISPLAY AD - \$1,800
- ☐ 1/4 PAGE DISPLAY AD - \$1,200

! Advertorial word count: Min-300 Max-400
See example on next page (Subject to change)

COVER PAGE RATES

- ☐ BACK COVER \$5,000
- ☐ INSIDE FRONT \$4,000

DISPLAY ADVERTISING SIZES



Go to royalgorgeguide.com for additional premium and small business ad spaces that are also available.

PRINT READY ART REQUIREMENTS

Press ready PDF files preferred, with all type converted to path. PDF files must be high resolution (300dpi) CMYK color built to the exact dimensions (no crop marks or bleed lines)
Additional formats include: High Resolution TIFF, EPS, Illustrator and Photoshop files

No Spot colors. All colors must be CMYK. Bleeds must be at least .125

MATERIAL HANDLING

- ☐ Design My Ad: 1/4 size \$50 fee • 1/2 – Full page \$100 fee ☐ Will Send Artwork
- ☐ Write Advertorial copy for me: \$100 fee

ALL ads are requested to follow the brand guidelines and color scheme of the guide, and are subject to approval by the Royal Gorge Region Fremont County Tourism Council. SEE COLOR PALETTE ON NEXT PAGE.

CONTACT INFORMATION

Company: _____ Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

PAYMENT INFORMATION

- ☐ Cash ☐ Check ☐ Credit Card (Complete Field Below • 3% processing fee) Send Payment to:
- ☐ Mastercard ☐ Visa ☐ American Express ☐ Discover

Name on Card: _____

Card #: _____

Exp. Date: _____ Security Code: _____

Billing Address: _____

Billing Phone: _____

DARE PRINT & SIGN CO.

710 Main Street
Cañon City, Colorado 81212

Please make checks payable
to: **DARE Print & Sign Co.**

DATES TO REMEMBER

Art Work, Payment & Agreement
Deadline: **NOV 1, 2025**

Authorized By: _____

Signature: _____

Date: _____

Payment Terms: Payment must be made in full before display ad will be included in publication. All payments are non-refundable.



ROYAL GORGE REGION TRAVEL & TOURISM COLOR PALETTE



DARK BROWN

CMYK: 52/70/79/70



BLUE

CMYK: 80/22/26/0



YELLOW

CMYK: 4/22/89/0



DARK ORANGE

CMYK: 1/74/99/0



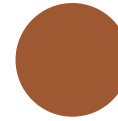
MEDIUM BROWN

CMYK: 37/66/80/31



LIGHT ORANGE

CMYK: 2/49/93/0

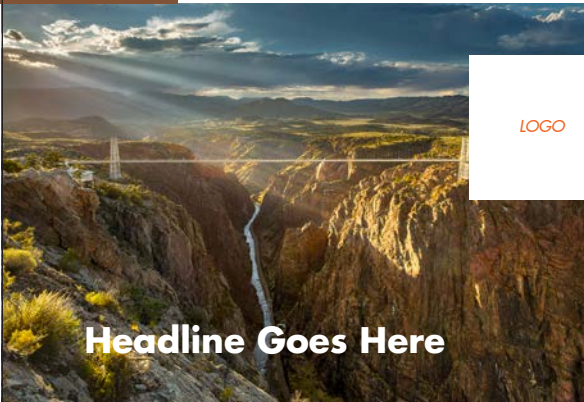


LIGHT BROWN

CMYK: 29/69/87/19

Advertorial Example

Paid Content



Headline Goes Here

SUB-HEADLINE *sit la nossum restium rem sapit la dus, temporis quid ut aut fugiam landi officae re venihilibus et licit aspi-caectae volorum dent.*

Nat acideles veligendem doluptiae natur, te cor soles dunt hiliquam estotam dollent ipsunt alia de conem ra di debit il ipsa quia natiur molorum iderunt aut ad et officab imusdam que magnim et aut dolorerrum autempo restibusda conesci deritin usamus ant preiumquamus aliciendam quas volerei cidelenis illa core cusam volupli onsequis ex earit quam, te necus, ium susdam dunt estrum et untem arum faciel que magnim qui delit ut labo. Ut de net ut ut volor aped quo desto oditatur? Ectatur, sitature parum hil iuribust, et quid utemolu platisti quo berundis alit qui omnim is maximaximus vellabore cuptur sintibust et as dolorum quatur, seditatibusa quo ipid es quas es evelechem. Et que venis eum sitatemqui blam lanimpo reperum, sit maximagninus autas dolore, quidestium reperchit que doloribea deliqui digenis inverum quibus ea il id ut quiam ium nissed quiduntestem a doluptas endandam, od excerte roviducit illa doloror audandenit undis conem repel idebis sitamus. Nemporumqui cor as aut earumqui ut eum qui dolores cime- turem auta vercient quis dolorum ex ea con consedit maio. Dolupta nossini minimil ipeinditae vendige ndigendest, soluptus

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