

# Mountain Video Guide

## Bring Your Business To Life With Video

Make a lasting impression with distribution on local kiosks and online at Experience-Colorado.com.

Enhance your message with sight, sound and touch. Leading the way with cutting-edge technology for today's traveler, the Mountain Video Guide / Vail Valley Video Guide is a valuable addition to your print advertising efforts. Our affordable rate includes all high-definition filming, creative elements, audio/video, editing, digital formatting, compression and distribution — both on local kiosks and online.

### Distribution

On local kiosks and online at Experience-Colorado.com

#### LOCAL INTERACTIVE KIOSKS

Reach a captive audience at point of sale — on touch screen kiosks in area hotel lobbies and other high-traffic strategic locations. The video delivers your message to guests and visitors on a flat-panel, on command touch screen. Kiosks are located in hotel lobbies, concierge desks and visitor information centers.

The video kiosk will provide valuable area information for all users. The kiosk will serve hotel guest as an information center allowing access to both Vail and Beaver Creek Mountain Cams, weather updates, ski conditions and airline check-in service all in their hotel lobbies. Additionally the kiosk will allow users to send a 15-second video postcard to friends and family at NO CHARGE, creating greater usage and user interest for the kiosk guide program.



#### INTERACTIVE IN LOBBY KIOSK DISTRIBUTION\*

- |                               |  |
|-------------------------------|--|
| Elkhorn Lodge                 | Park Hyatt Beaver Creek Lodge at Lionshead |
| The Osprey at Beaver Creek    | Hotel Gasthof Gramshammer                  |
| The Pines Lodge               | Vail Visitors Center                       |
| Saddle Ridge Lodge            | Lionshead Visitors Center                  |
| Seasons at Avon               | Vail Beaver / Creek Resort                 |
| St. James Place               | Properties Reception Center                |
| Bear Paw Association          | Beaver Creek lodge                         |
| Horizon Pass Lodge            | Enzian Lodge                               |
| Hummingbird Lodge             | Vail 21                                    |
| Lion Square Lodge             | The Landmark                               |
| Antlers at Vail               | Westwind at Vail                           |
| Beaver Creek West Condominium | Vantage Point                              |
|                               | Gore Creek Place                           |

\*There will be a touch screen at all the following locations prominently displayed.  
\*\*Additional locations to be added.

#### ONLINE AT EXPERIENCE-COLORADO.COM

As an Experience Colorado advertiser you'll receive a complimentary profile on our website, Experience-Colorado.com. A special link to your video will appear in your online profile, as well as in an additional spotlight section — all this at no additional charge for hosting or streaming. Users can view your video from the website or choose to download your video to their iPod® or cell phone. This allows visitors to travel with your video message on their portable device of choice, helping them make shopping, dining and sightseeing decisions before and after arriving at your destination. Visitors can also pass on your video message to friends and family.

### About Online Video DID YOU KNOW?

#### Video Ad Spending in USA 2009:

**\$750,000,000 a 55.9% increase over 2008**

The increase on video spending will surpass those of the other seven online ad formats: sponsorships, search, lead generation, classifieds, rich media, email, display ads.

- Source: emarketer, Aug 2008

Watching online video is no longer a niche activity. U.S. Internet users watched 10 billion videos online in Dec 2007. Per user: 3.4 hours / month. Average video duration: 2.8 minutes/video.

-Source: comScore, Inc. Feb 2008



**Mobile video:** 6.5 million Americans tuned in to watch mobile video in August of 2008 (of subscribers of: AT&T, Sprint, T-Mobile, Verizon). Audience: largely composed of males, 18-34 years old.

-Source comScore, Inc. October 31, 2008

**Travel Decisions:** 65% of women use the Internet to purchase or arrange travel and 71% use it for their travel research. Women make the majority of travel decisions, regardless of who pays for the travel and Boomer women generate more travel than any other age group in the U.S. They also comprise 50% of business travelers.

- Source: BOOM, 2006

#### Demographic Profile Online Video Viewers

(Percentage of respondents in each group)

Male 63%	Female 51%
Age	Education
18-29 76%	College graduate 64%
30-49 57%	
50-64 46%	Income
65+ 39%	\$75k+ 62%

-Source: Pew Internet Online Video July 2007

## Rates

### • VIDEO PRODUCTION: \$3,000

Production charges include your edited commercial with all rights of usage. Our professional crew will film raw footage in high definition at your establishment, edit and format your 30-second video for kiosk and online distribution. Video is restricted for use on Mountain Video Guide competitive media.

### • KIOSK VIDEO DISTRIBUTION: \$9,000 year \$6,000 winter \$5,000 summer

### • ONLINE VIDEO DISTRIBUTION: \$1,500

One full year of exposure on Experience-Colorado.com. This global audience will find and view your video in two separate

sections of the website — both on your free online profile and in a special video spotlight section. Profiles will appear in a format that can be downloaded to an iPod®, PDA or cell phone.

## Closing DATES / FILMING DATES

Video production will be done twice annually in Dec. for Winter Season and in June for the Summer season. A representative from HCP/Aboard and City Video Guide will contact you to confirm dates. Please pick a date with your sales representative on the form provided.

## Sales AND INFORMATION

Don't forget to inquire about our sponsorship program with your sales representative.

#### PRODUCTION SERVICES

Tel: (305) 376-3191

#### VIDEO PRODUCT INQUIRIES

HCP/Aboard Publishing

**Vice President, Advertising: Luis Sardinas**

Tel: (305) 376-2581 or (786) 369-6191

E-mail: lsardinas@hcpaboard.com

#### Project Manager: Wendy Kronholm

PO Box 1317 Avon CO 81620

Tel: (970) 926-3353 or (970) 376-4236

E-mail: wgkronholm@hotmail.com

#### PRODUCT & PRODUCTION INQUIRIES

Joyce Cromarty

Tel: (786) 306-3067

E-mail: cityvideo@hotmail.com

