

ABOUT www.aspentrailfinder.com

Aspen Trail Finder makes it easy to find trails around Aspen and explore the entire Roaring Fork Valley including all summer and winter trail activities.

APP www.aspentrailfinder.com/app

The Aspen Trail Finder App is available for \$1.99 download in the Apple App Store and on Google Play.

ADVERTISING www.aspentrailfinder.com/advertise

Aspen Trail Finder has 1 ad size (Billboard Ad 915x235 px with 2 price options - Impressions or Monthly. (\$25/1,000 IMP, \$750/6 MO or \$1,000/1 YR)

SPONSORSHIPS www.aspentrailfinder.com/sponsor

Show you love local by supporting this local resource. The Sponsors Loop displays company logos on the homepage and right sidebar. (\$150/Logo, Promotions + Partnerships Available)

BLOG www.aspentrailfinder.com/blog

The blog is about life outside in the Roaring Fork Valley - trails, gear, news, and thoughts. (Sponsored Posts Available - Pricing Varies)

CHARITY www.aspentrailfinder.com/ROFO-Fund

The ROFO Fund's mission is to aid local land, river, trail, & outdoor education nonprofits in the Roaring Fork Valley and to get people involved in giving back, even if that's as simple as clicking a button.

MAPS www.aspentrailfinder.com/printable-trail-maps

Aspen Trail Finder's printable trail maps are simple, easy to print, with notable trail mileage. Each map has 1 ad. (\$750/3 MO, \$1,500 / 1 YR)

PRESS www.aspentrailfinder.com/press

Forbes Travel Guide, Condé Nast Traveler, Denver 7, The Denver Post, The Aspen Times, Post Independent, and many more.

CONTACT

Preston Files, Founder - preston@aspentrailfinder.com - (970) 924-0424 - PO Box 3016, Aspen, CO 81612

ABOUT PRESTON

Web/App Developer, Graphic Designer, Photographer, Blogger, Social Media Manager, Cartographer, Aspen Trail Finder Founder



www.aspentrailfinder.com/my-story

SOCIAL MEDIA REACH

10K+

DEMOGRAPHICS

51% Male, 49% Female
Age 25-34 (33%), 35-44 (23%)
Denver (18%), Aspen (16%)

NUMBERS

2016
72,263 Users, 235,244 Pageviews

GROWTH

2014-15
Users ↑ 300%, Pageviews ↑ 174%
2015-16
Users ↑ 172%, Pageviews ↑ 164%

ADVERTISING

SIZE

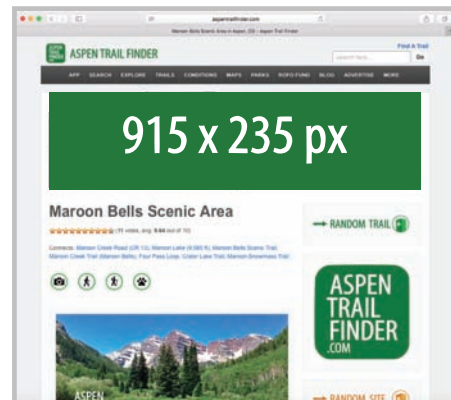
915 x 235 px

Billboard Ad - 915 x 235 pixels

(Same ratio as a scaled 970 x 250 pixels)

DISPLAY

Billboard Ad Displays at The Top of Pages



PRICES

\$25/1,000 Impressions OR
\$750/6 Months OR
\$1,000/1 Year

\$25
1,000
IMP

\$750
6 MO

\$1,000
1 YR

SPONSORS

Sponsors Loop Displays on Homepage and Sidebar
Logo on Sponsors Loop - \$150/1 Year

20% Off All Prices for Nonprofits

CONTACT:

Preston Files
preston@aspen-trailfinder.com

MISSION

*Aid Local Land, River, Trail, & Outdoor Education
Nonprofits in the Roaring Fork Valley*

GOAL

*Get People Involved in Giving Back,
Even if That's as Simple as Clicking a Button*

ABOUT

*The ROFO Fund is a Donor Advised Fund
with the Aspen Community Foundation (ACF)*

SPONSORS

*Give Back and Support Local Nonprofits
Gifts are Tax-Deductible
Add Your Logo to our ROFO Fund Page*

HOW IT WORKS

1

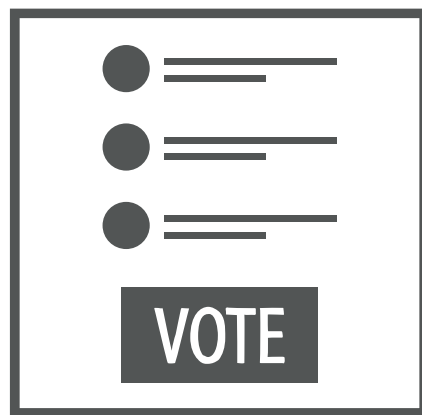
Nonprofits Submit a Project

2

We Pick 3 Projects & Users Vote

3

*The Project with the Most Votes
Gets a \$3,000 Grant*



aspenrailfinder.com/ROFO-Fund

CONTACT

*Preston Files
preston@aspenrailfinder.com*

ASPEN TRAIL FINDER .COM



GROWTH



SOCIAL MEDIA REACH

2.2K

2014

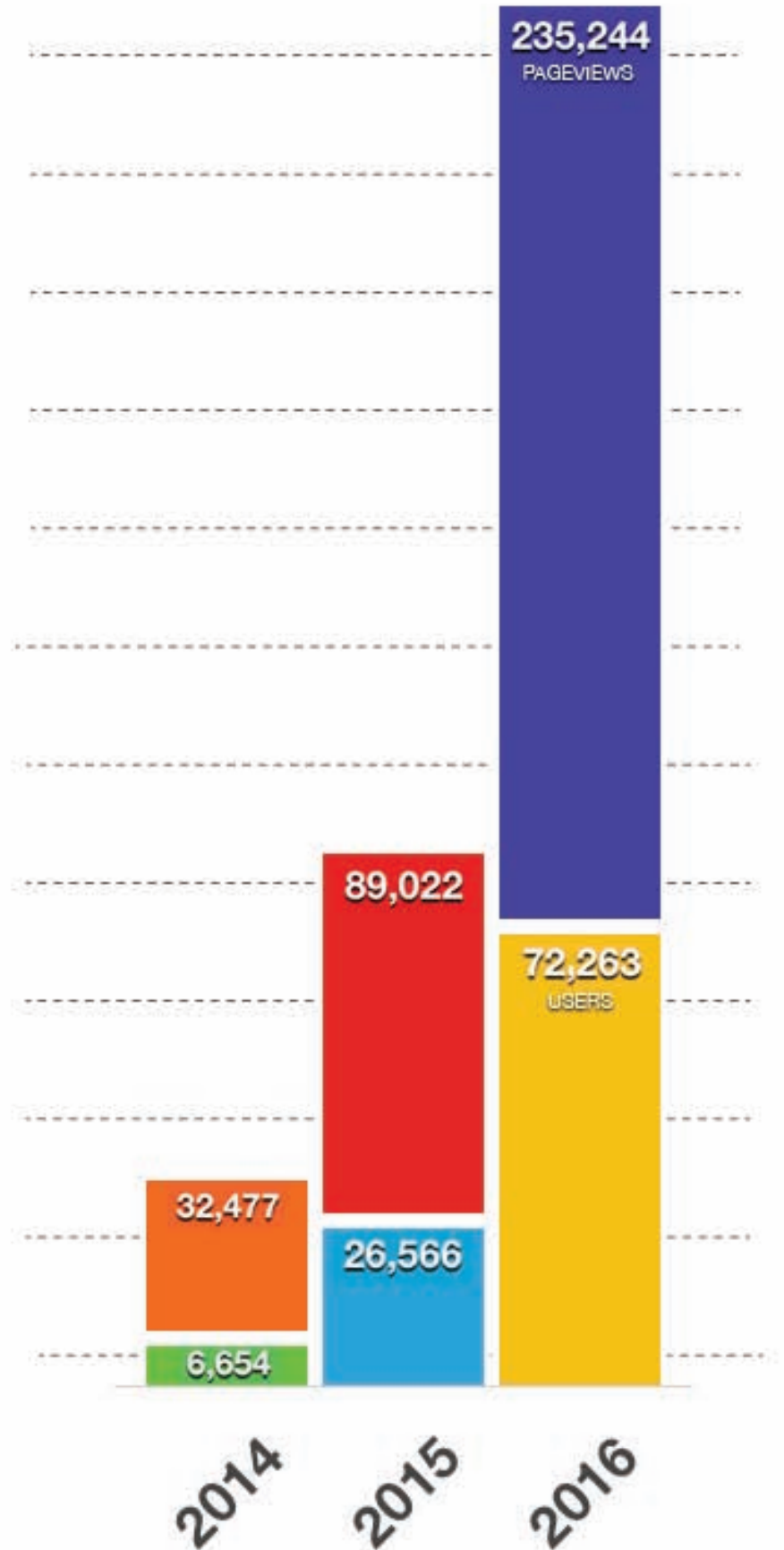
5.6K

2015

10K

2016

USERS & PAGEVIEWS



DEMOGRAPHICS

2016



51%



49%



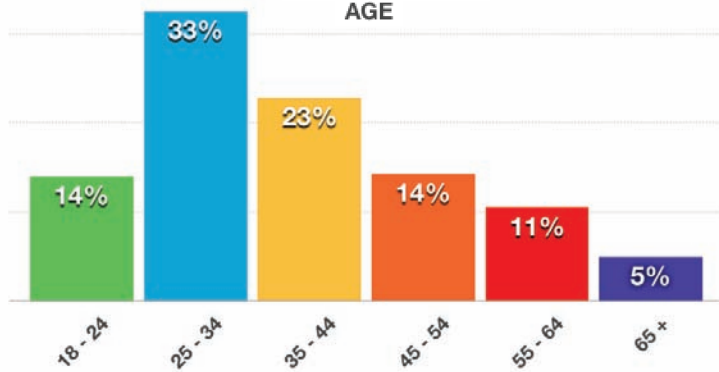
50%

40%

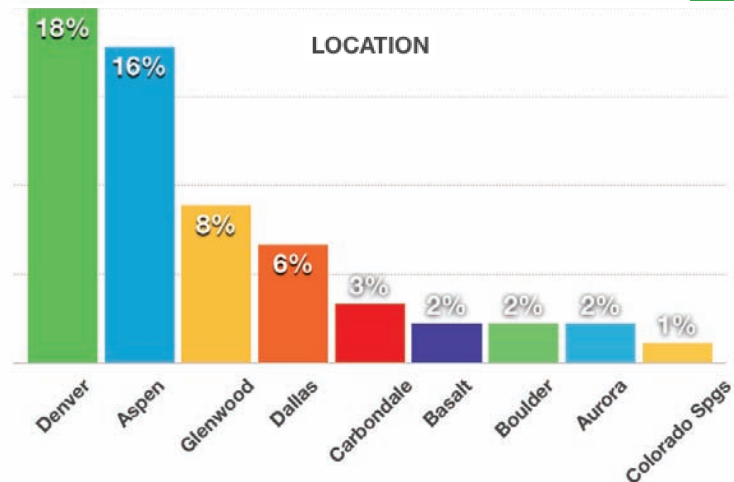
10%



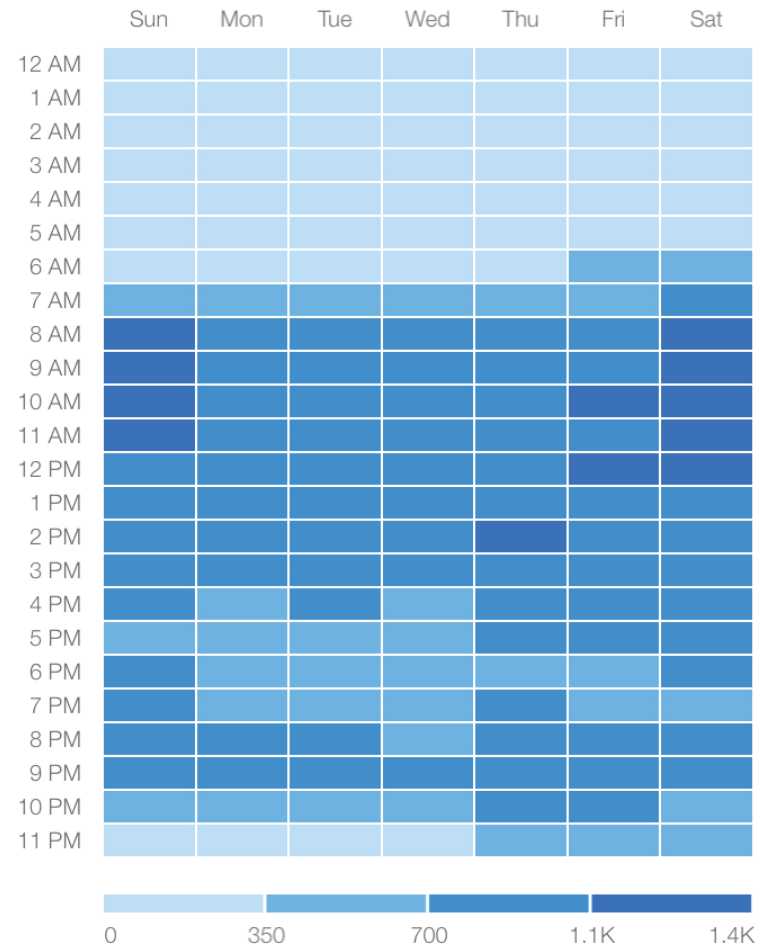
AGE




LOCATION



USERS BY TIME OF DAY



ASPEN



TRAIL FINDER

.COM

ANNUAL REPORT

2016

(THIRD YEAR)



ROARING FORK VALLEY
POPULATION ≈ 30,000

HANGING LAKE TRAIL
HIKERS ≈ 80,000

MAROON BELLS
BUS RIDERS ≈ 120,000



/ASPENTRAILFINDER
2,759



#ASPENTRAILFINDER
5,118



@ASPENTRAILFINDER
580



ASPENTRAILFINDER
2,664

PAGEVIEWS

235,244

↑164%

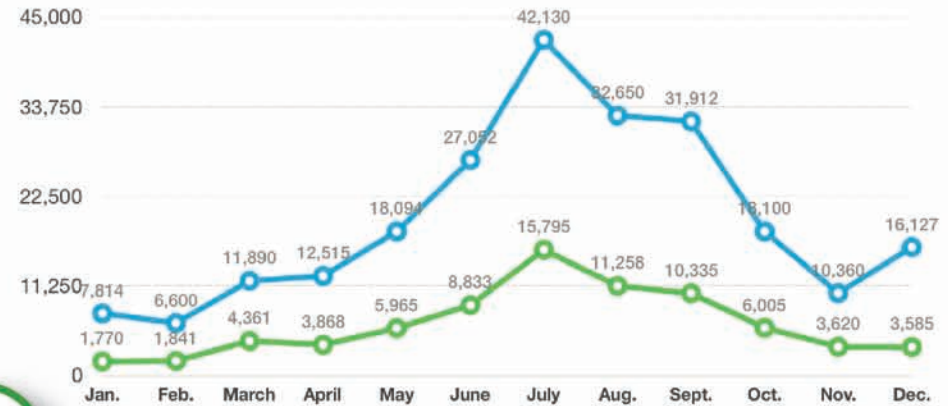
VISITORS

72,263

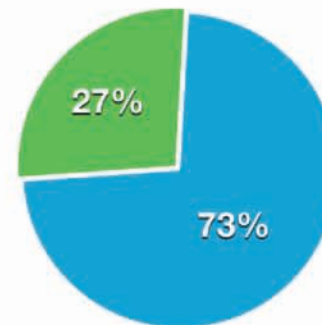
↑172%

PAGEVIEWS

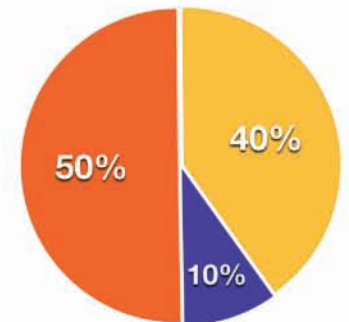
VISITORS



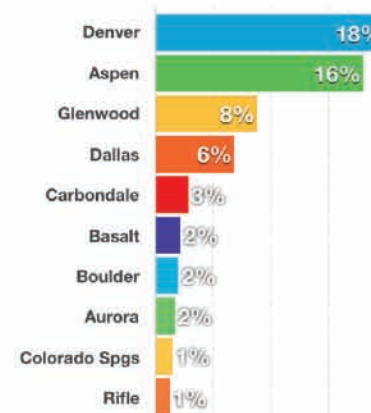
RETURNING USERS NEW USERS



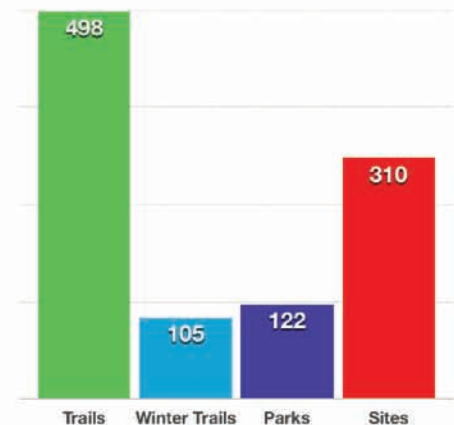
MOBILE DESKTOP TABLET



TOP CITIES



CONTENT



ASPEN TRAIL FINDER .COM



MAP

ROARING FORK VALLEY

Aspen - 6,728 Pop.

Snowmass - 2,865

Basalt - 3,857

Carbondale - 6,553

Glenwood - 9,837

CRYSTAL RIVER VALLEY

Redstone - 130 Pop.

Marble - 130

ASPEN TRAIL FINDER COVERAGE AREA

