



'18

MEDIA KIT



▶ CONTACT

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



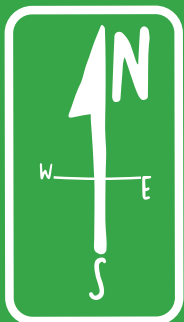
GROWTH



SOCIAL MEDIA REACH

11K

ADDED IN 2017

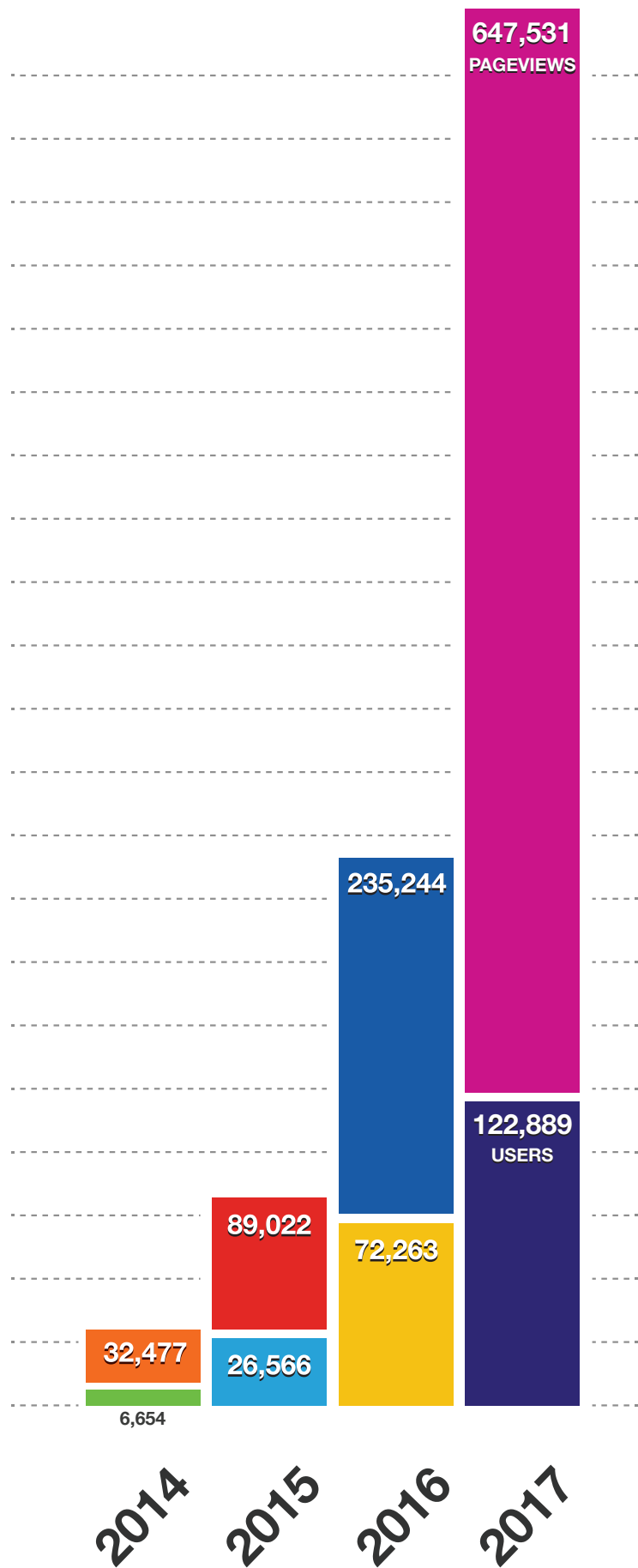


MAPS

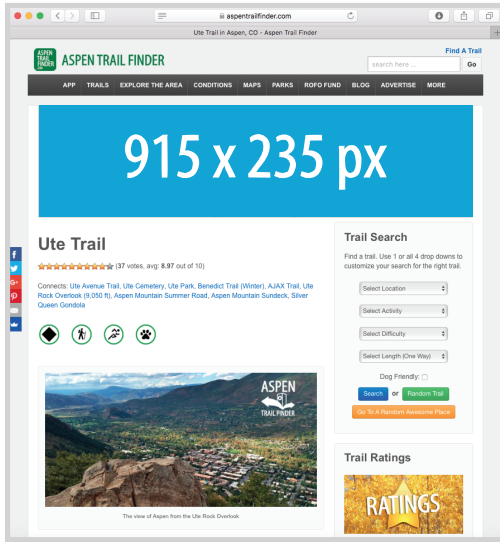


APP

USERS & PAGEVIEWS



WEB BILLBOARDS



ONLY 10 ADS IN ROTATION!

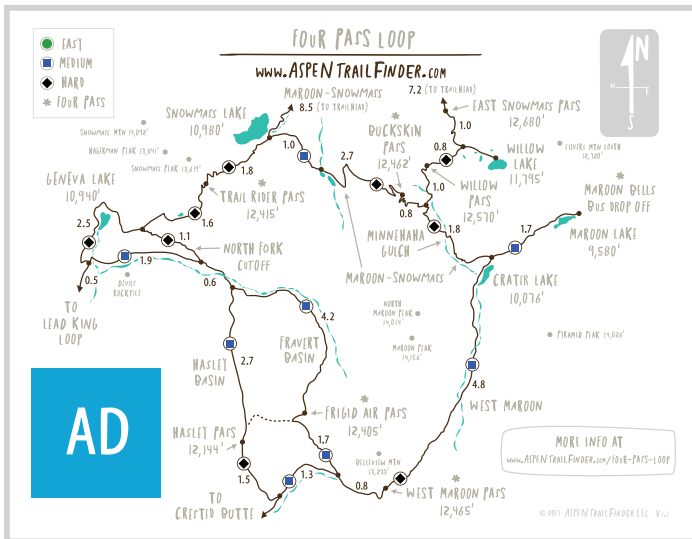
\$25
1,000
IMP

\$750
6 MO

\$1,000
1 YR

www.aspentrailfinder.com/ads

PRINTABLE MAPS



ONLY 10 MAPS AVAILABLE!

\$750
3 MO

\$1,000
1 YR

www.aspentrailfinder.com/printable-maps

2017
NUMBERS



600,000 +
PAGEVIEWS

120,000 +
USERS

www.aspentrailfinder.com/numbers

CONTACT

Preston Files
preston@aspentrailfinder.com



'18

PRINTABLE MAPS

MAROON BELLS

2,256 Downloads

LEAD KING LOOP

2,173 Downloads

FOUR PASS LOOP

1,860 Downloads

SMUGGLER MOUNTAIN

1,239 Downloads

SKY MOUNTAIN PARK

1,023 Downloads

RED HILL

703 Downloads

PRINCE CREEK

643 Downloads

THE CROWN

561 Downloads

RED MOUNTAIN & WULFSOHN MOUNTAIN PARK

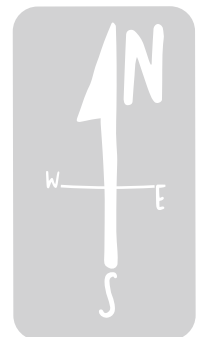
83 Downloads (Added December 2017)

GLENWOOD CANYON & HANGING LAKE

64 Downloads (Added December 2017)



*DOWNLOADS
JUNE - DEC. 2017



[www.aspentrailfinder.com
/printable-trail-maps](http://www.aspentrailfinder.com/printable-trail-maps)

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 through the Aspen Community Foundation (ACF).

SPONSORS

Add your logo to our ROFO Fund page, gifts are tax-deductible.

HOW IT WORKS

1

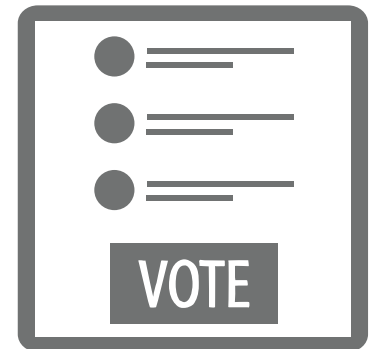
Nonprofits submit a project

2

3 projects are selected & users vote

3

The project with the most votes gets a \$3,000 grant



www.aspenrailfinder.com/ROFO-Fund

CONTACT

Preston Files
preston@aspenrailfinder.com



MAP

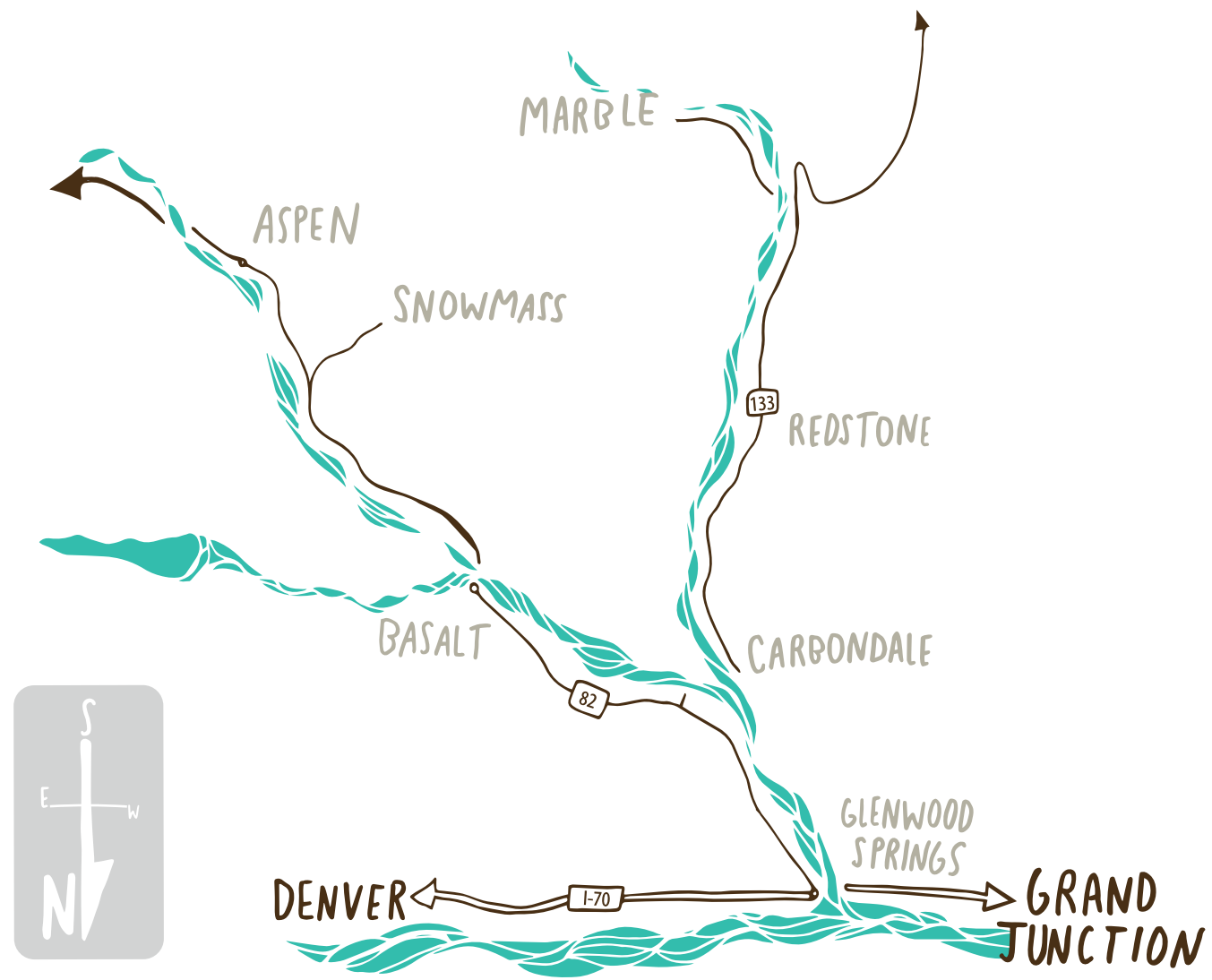
ROARING FORK VALLEY

- Aspen - 6,728 Pop.
- Snowmass - 2,865
- Basalt - 3,857
- Carbondale - 6,553
- Glenwood - 9,837

CRYSTAL RIVER VALLEY

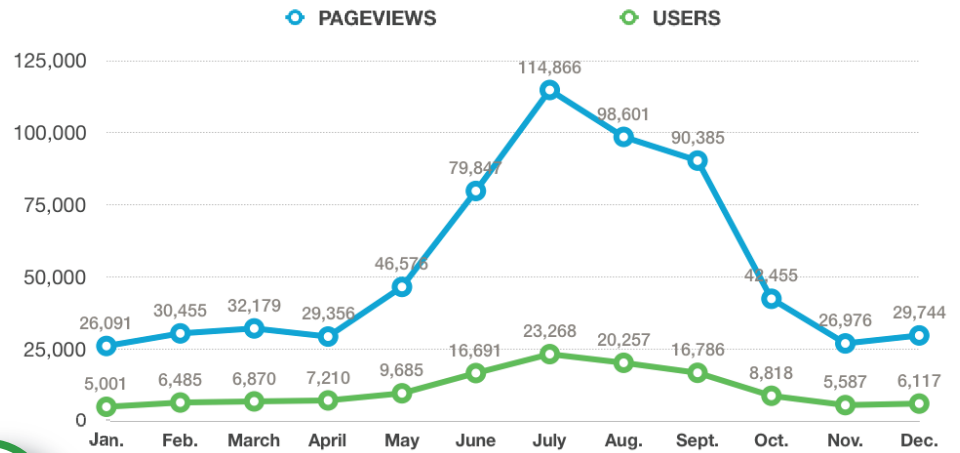
- Redstone - 130 Pop.
- Marble - 130

ASPEN TRAIL FINDER COVERAGE AREA

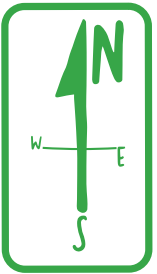




ANNUAL REPORT 2017



ADDED IN 2017



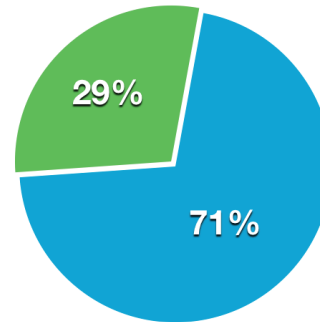
MAPS



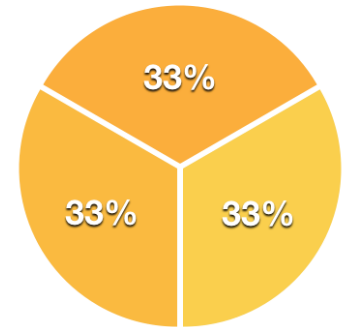
APP

PAGEVIEWS
647,531
↑ 175%

RETURNING USERS NEW USERS



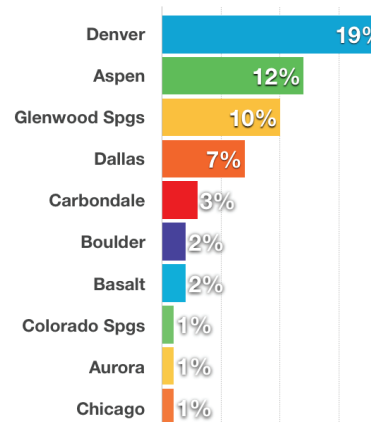
FRONT RANGE
ROARING FORK
U.S. CITIES



- /ASPENTRAILFINDER 3,012
- #ASPENTRAILFINDER 6,631
- @ASPENTRAILFINDER 645
- ASPENTRAILFINDER 2,677

USERS
122,889
↑ 70%

TOP CITIES



CONTENT

