



'18

MEDIA KIT



📍 CONTACT

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GROWTH



SOCIAL MEDIA REACH

11K

ADDED IN 2017

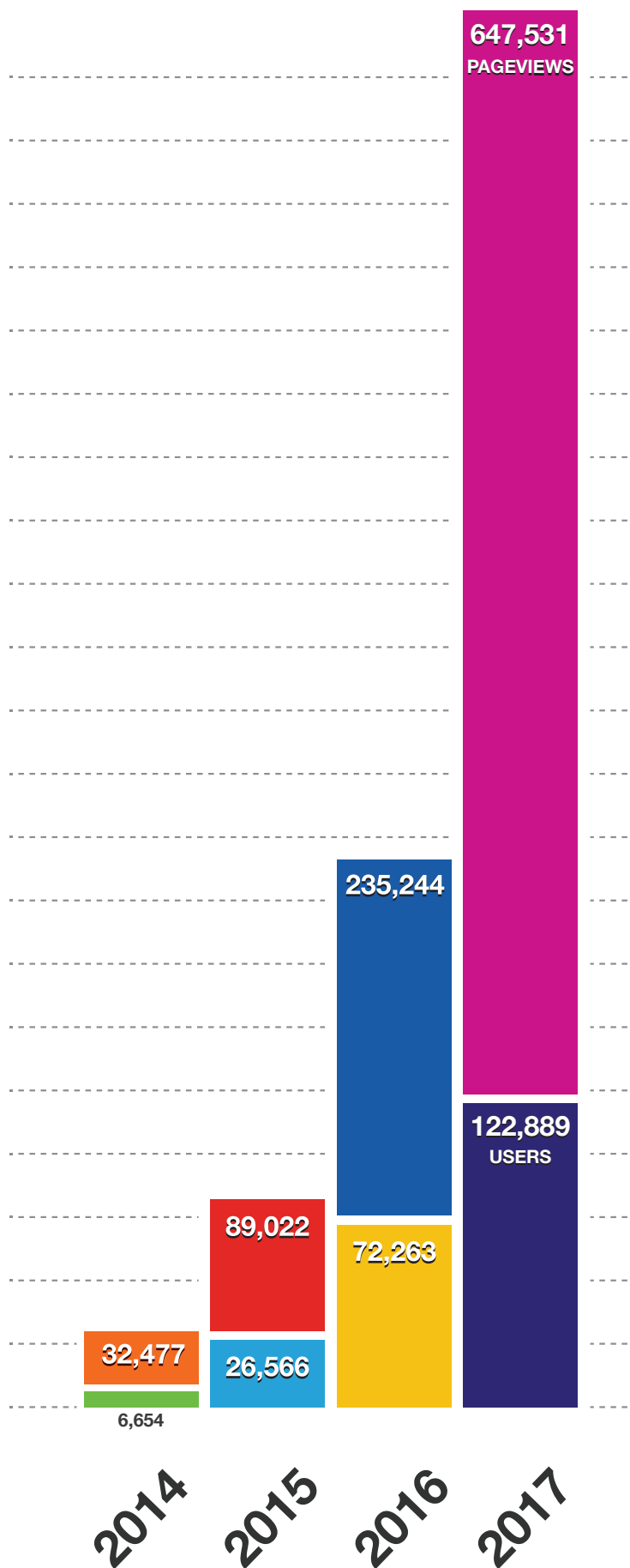


MAPS

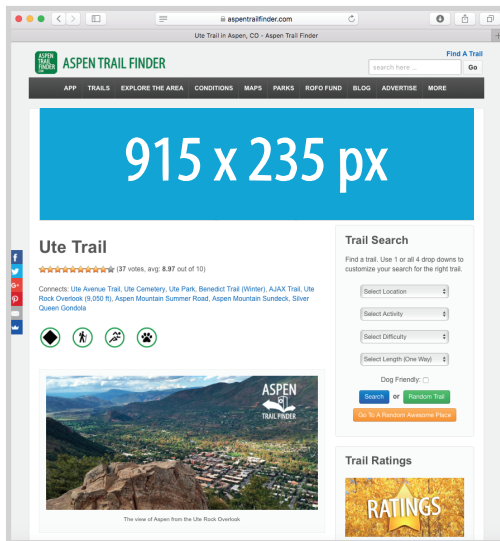


APP

USERS & PAGEVIEWS



WEB BILLBOARDS



ONLY 10 ADS IN ROTATION!

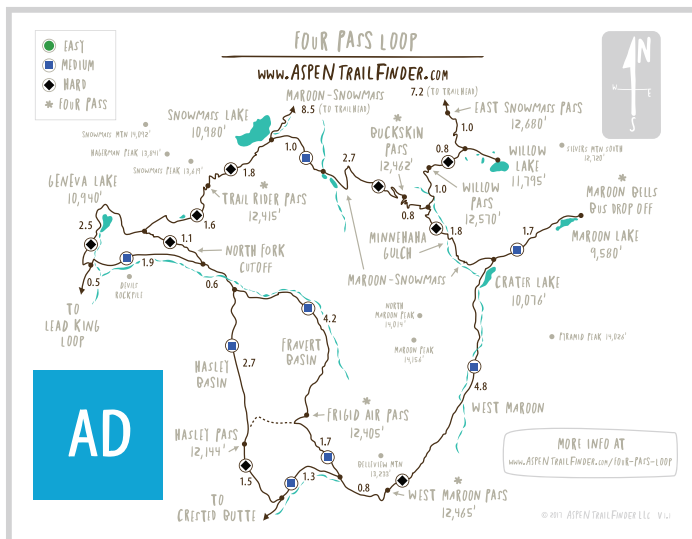
\$25
1,000
IMP

\$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

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

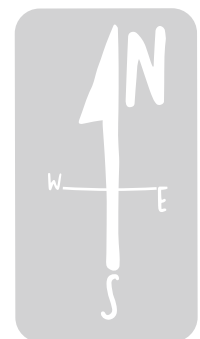
83 Downloads (Added December 2017)

GLENWOOD CANYON & HANGING LAKE

64 Downloads (Added December 2017)



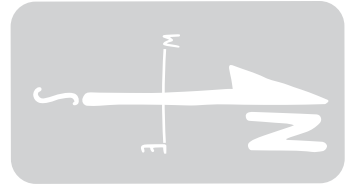
*DOWNLOADS
JUNE - DEC. 2017



MAROON BELLS

WWW.ASPENTRAILFINDER.COM

-  EASY
-  MEDIUM
-  HARD
-  BRIDGE
-  NO DOGS



MAROON BELLS
SCENIC
LOOP

FOUR PASS LOOP
28

CRATER LAKE
1.4

BEAVER DAM

DEADLY BELLS
KIOSK

MAROON LAKE
9,580'

AMPHITHEATER

HITCHING POST

INFO

BUS
DROP OFF

RESTROOMS

PARKING AREA

MAROON CREEK
ROAD CR 13

WEST
MAROON
WILDERNESS
PORTAL

MAROON CREEK
3.5
(MAROON LAKE TO EAST MAROON WILDERNESS PORTAL)

8.0
(ASPEN HIGHLANDS TO MAROON LAKE)

TO EAST MAROON WILDERNESS PORTAL

GUIDE TO VISITING THE
MAROON BELLS AT

WWW.ASPENTRAILFINDER.COM/MAROONBELLS

DO ADS
WORK?
UM, YES.

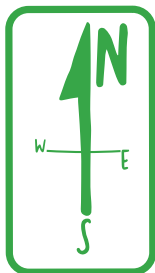
WWW.ASPENTRAILFINDER.COM/ADS



ANNUAL REPORT 2017



ADDED IN 2017



MAPS



APP

PAGEVIEWS

647,531

↑ 175%



USERS

122,889

↑ 70%



/ASPENTRAILFINDER
3,012



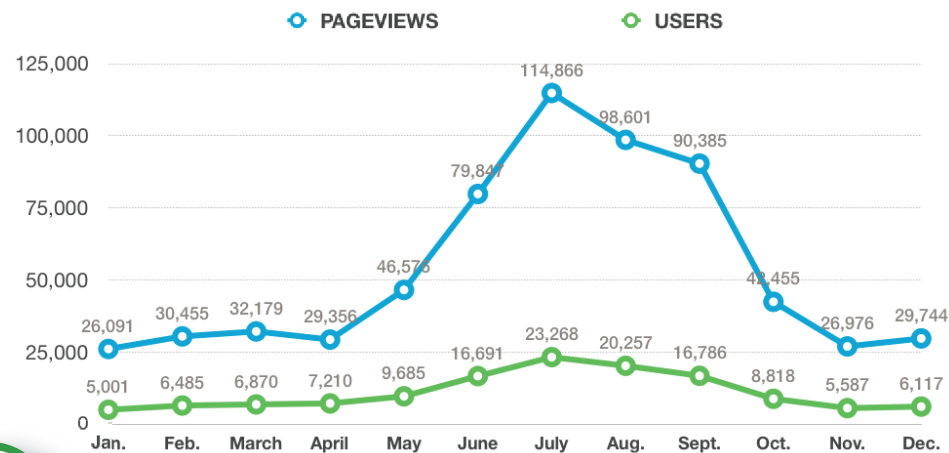
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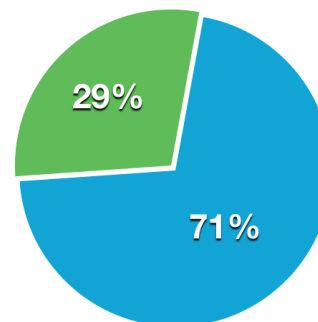
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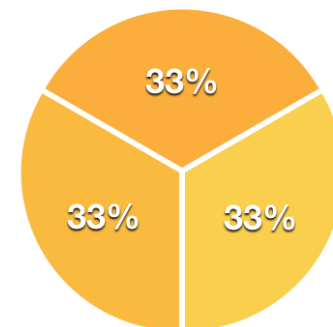
ASPENTRAILFINDER
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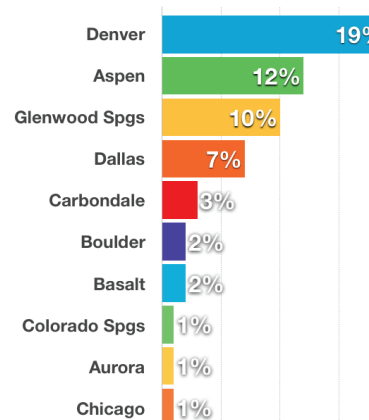
RETURNING USERS (Green) NEW USERS (Blue)



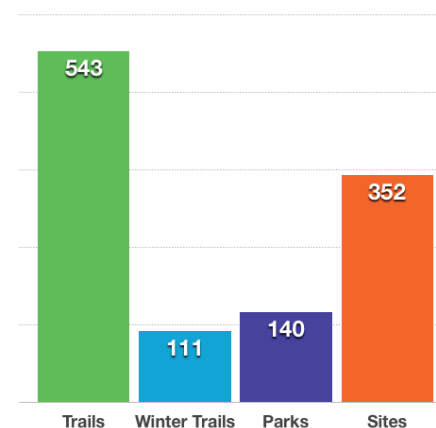
FRONT RANGE (Orange)
ROARING FORK (Yellow)
U.S. CITIES (Light Yellow)



TOP CITIES



CONTENT





DEMOGRAPHICS

2017



51%



49%



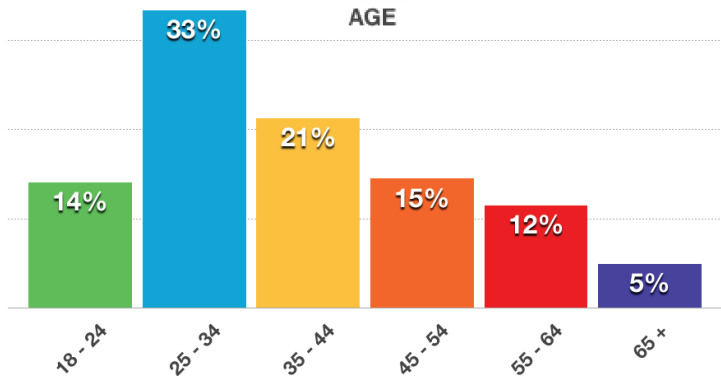
54%

38%

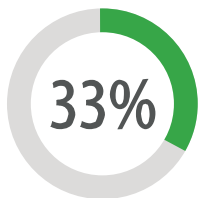
8%



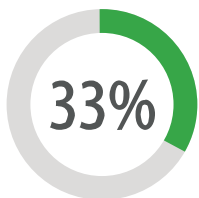
AGE



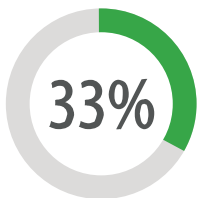
LOCATION



Front Range

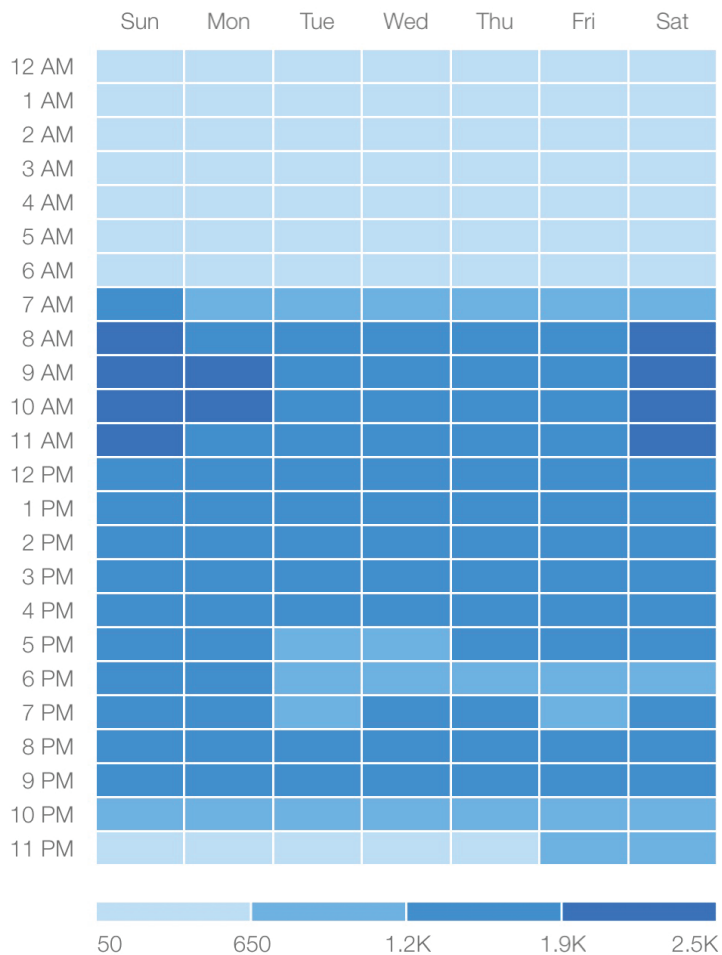


Roaring Fork



U.S. Cities

USERS BY TIME OF DAY



ASPEN TRAIL FINDER .COM

MAP

ROARING FORK VALLEY

Aspen - 6,728 Pop.

Snowmass - 2,865

Basalt - 3,857

Carbondale - 6,553

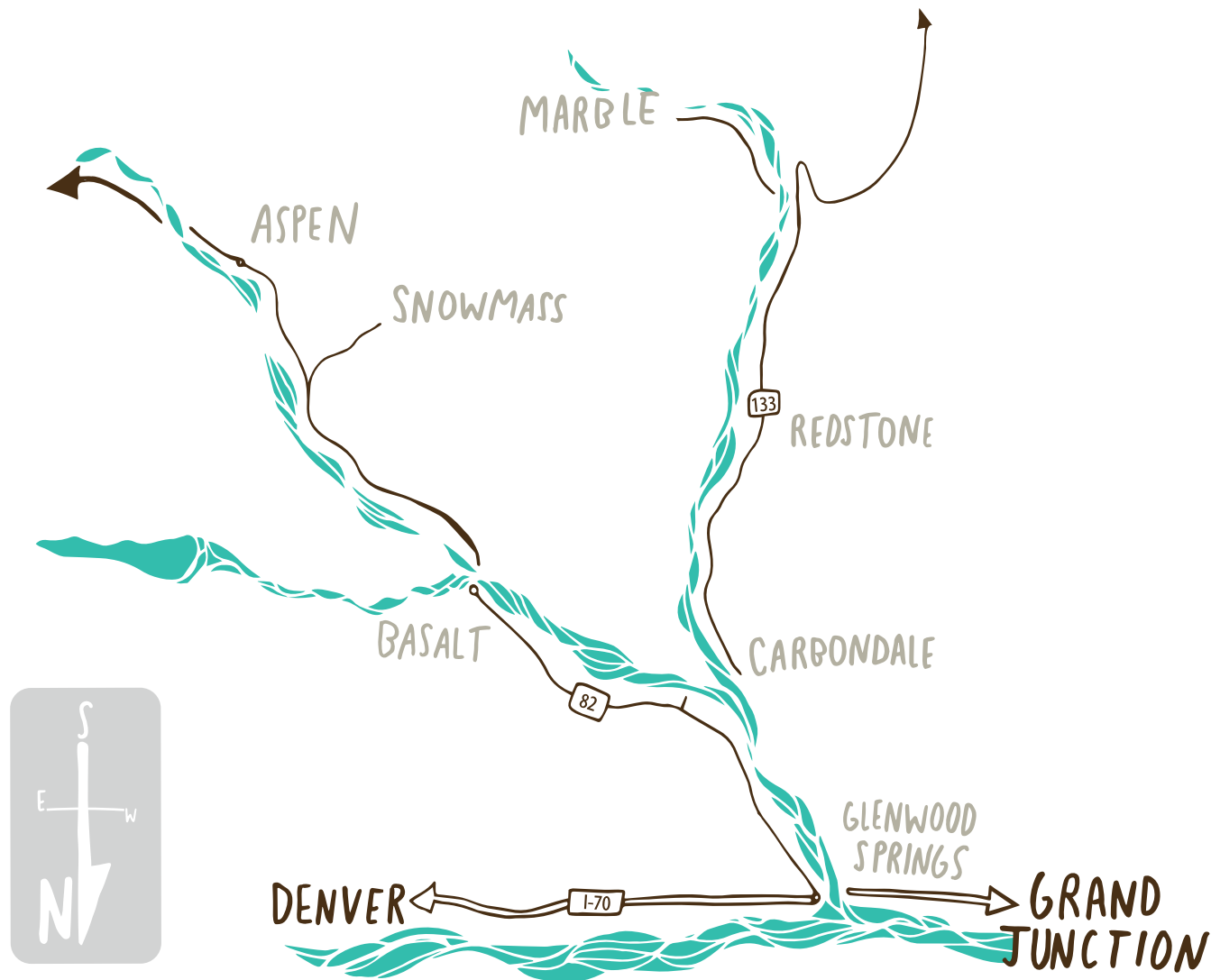
Glenwood - 9,837

CRYSTAL RIVER VALLEY

Redstone - 130 Pop.

Marble - 130

ASPEN TRAIL FINDER COVERAGE AREA



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

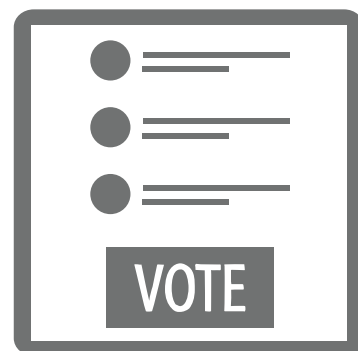
Nonprofits submit a project

2

*3 projects are selected
& users vote*

3

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



www.aspentrailfinder.com/ROFO-Fund

CONTACT

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