

How Will YOU Be a Part of It?

2008 Democratic National Convention

2008 Democratic National Convention

- **What:**

The 2008 Democratic National Convention will be held in downtown Denver from Monday, August 25 through Thursday, August 28.

- **Who:**

50,000 guests – including some 6,000 delegates and 15,000 members of the local, national, and international media.

- **How much:**

The convention is expected to generate at least \$160 million in economic impact. An estimated 1,500 events are planned; 17,000 hotel rooms will be occupied – a Denver record!



Who are the Democrats?

- A **national profile** of Democratic party members tells us that our August visitors will be...
 - **College-educated with money to spend.**
 - **All ages.** One in four are between the ages of 18 and 34, four in ten are Baby Boomers, and a third are 55+.
 - **Married, homeowners.** Seven in ten are homeowners, over half are married, and one out of every seven is Hispanic.



Source: 2007 Scarborough Multi-Market Report

What do Democrats like to do?



- **Dine out** – especially Japanese, French, seafood, and coffee bars.
- **Go out** – dancing, skiing, aerobics, yoga, movies and casino gambling – a fun bunch!
- **Shop!** Gourmet food stores, business clothing, jewelry, shoes, cosmetics, perfume, skin care, casual clothing, gift stores and floral shops are hot.
- **Work for themselves.** One in ten Democrats is self-employed or a small business owner.

Source: 2007 Scarborough Multi-Market Report

Where will the Democrats – and the world – get news of the convention?

- ***The Denver Post* and *Rocky Mountain News* are the sources of record for the DNC.**
We're the hometown newspapers with all the right connections – the eyes and ears of the world for the 2008 Democratic National Convention.
- **100+ *Post* and *News* reporters will be covering every aspect of this electrifying event – from the speeches, the delegates, demonstrations and celebrities, to issues and ideas. They'll deliver valuable insights as well as information.**
- ***DenverPost.com* and *RockyMountainNews.com* will be on-the-spot with streaming video, live blogs, and continuous real-time coverage, 24/7.**



The DNC Economic “Double Bubble”



- **\$160 to \$200 million in additional revenue** is expected to be pumped into the area economy by the Democratic National Convention, in preparation for and during this huge event.
- After the visitors leave, the **ripple effect** from extra jobs created, overtime pay and tips will create another economic “bubble.”
- **Millions of dollars will be re-infused into the regional economy** by merchants, transportation workers, restaurant and hotel staffs, law enforcement personnel, and entertainment employees, among others.

These earnings will be spent on everything from cars to appliances, travel and entertainment, to home furnishings and clothing.

People will be looking for deals, and the first place they'll look is in the pages of *The Denver Post* and *Rocky Mountain News*!

Top 10 Spending Categories for

AUGUST:

- Office Supply & Equipment Stores
- Book Stores
- Musical Instruments
- Auto Supply & Accessory Stores
- Boats/Motors/Marine Accessories
- Clothing Stores – Family
- Fabric & Sewing Stores
- Sporting Goods Stores
- Shoe Stores
- Clothing Stores – Men's

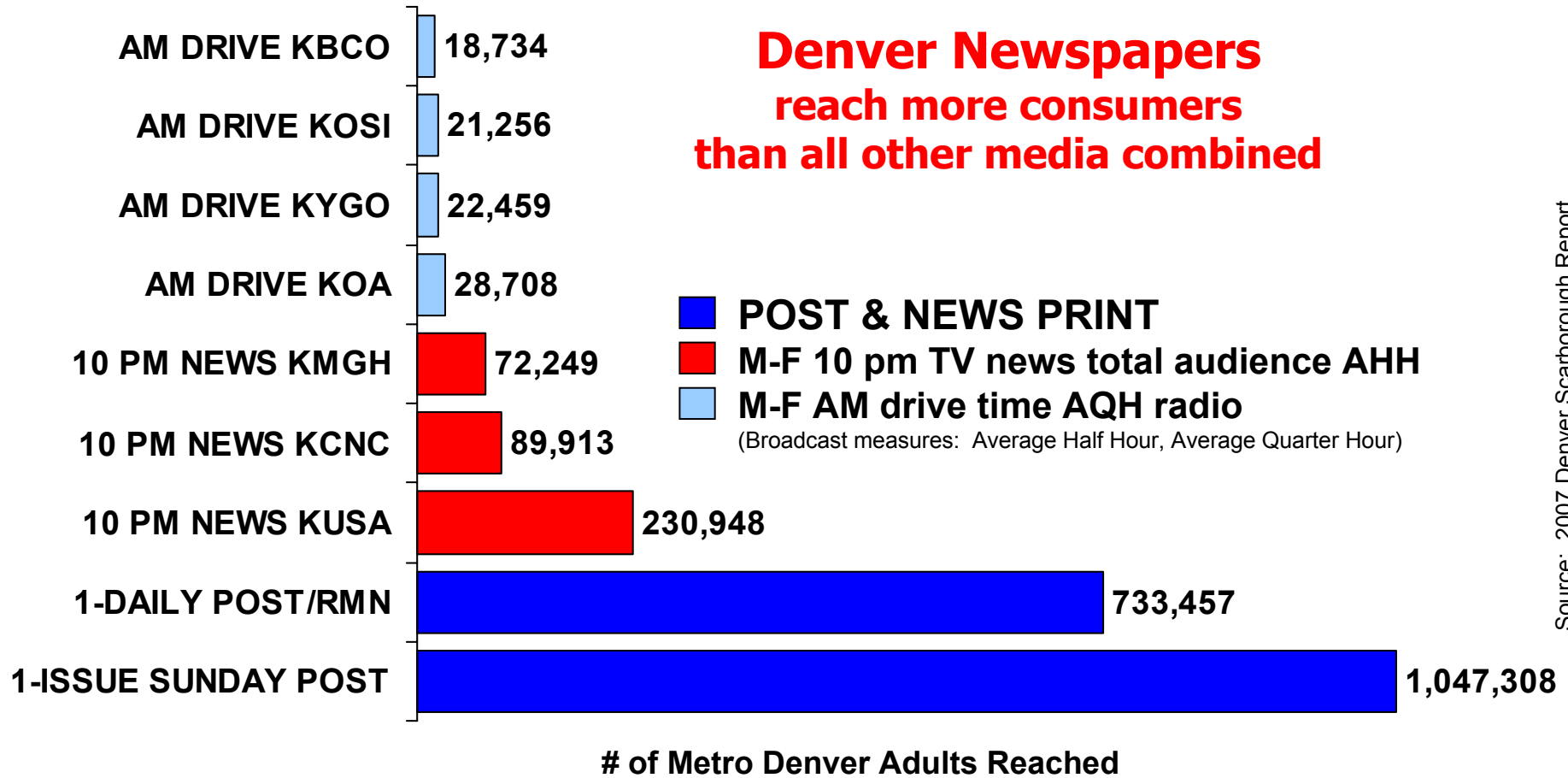
Top 10 Spending Categories for

SEPTEMBER:

- Women's Footwear
- Home Centers/Lumber/Building Supplies
- Farm Equipment Dealers & Services
- Paint/Wallpaper & Glass Stores
- Men's Footwear
- Clothing Stores – Women's
- Lawn & Garden Machinery & Equipment
- Boats/Motors/Marine Accessories
- Book Stores
- Carpet & Floor Covering Stores

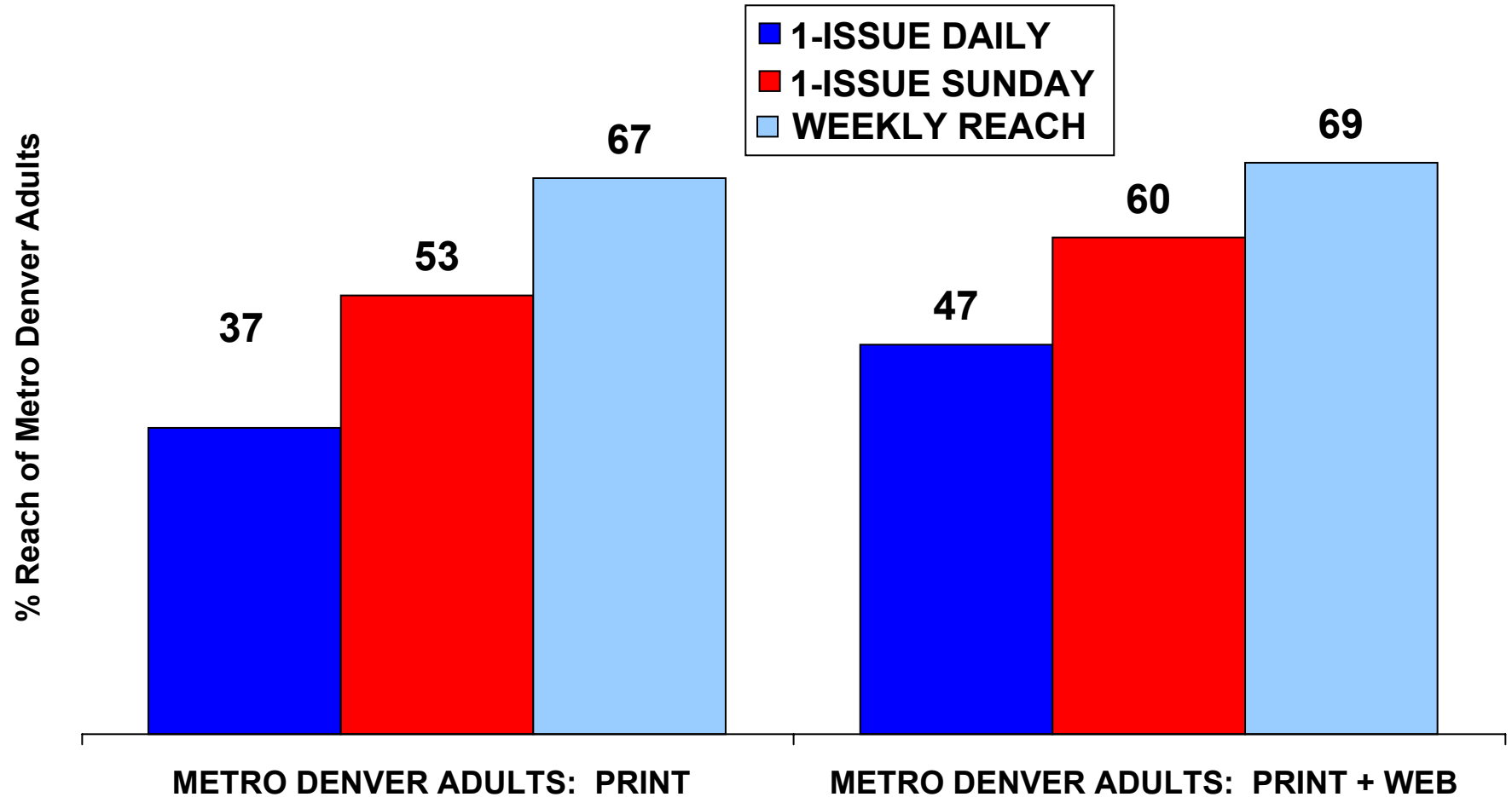
Top categories are based on percent of seasonally increased ad dollars.

The Denver Post and Rocky Mountain News will dominate Metro Denver media during the DNC



Source: 2007 Denver Scarborough Report

During the DNC, the Post and News will reach 69% of the Denver market – and that's not counting the millions of additional eyes drawn to Denver from around the world!



Source: 2007 Denver Scarborough Report

Unique Exposure Opportunities

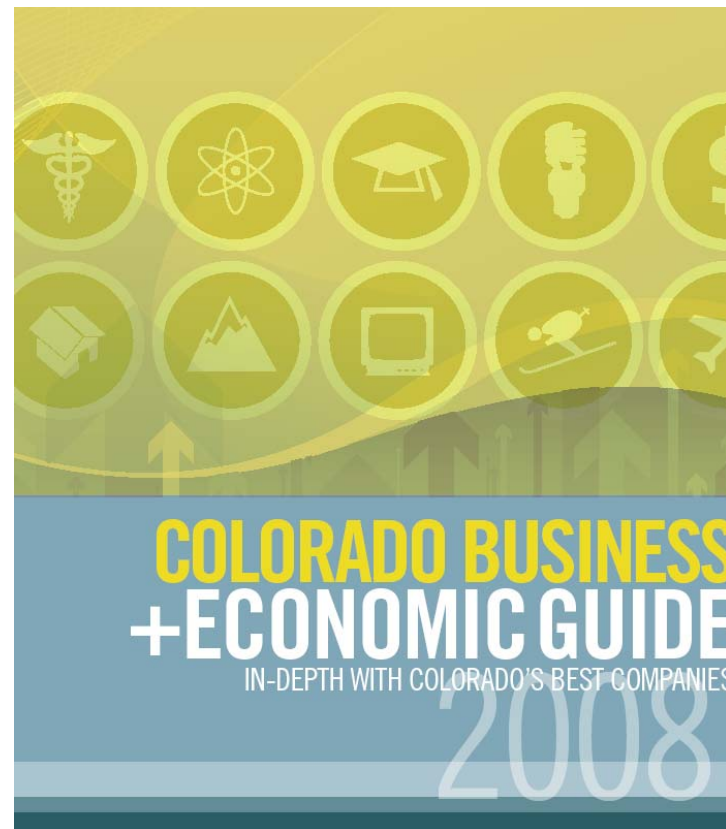
The World will be Watching – Make Sure It Sees You!

- **Colorado Business and Economic Guide**
- **Post and News Daily Convention Wraps**
- **DNC Delegate and Media Guide**
- **Online Marketing Opportunities**
- **Political and Advocacy Advertising**
- **Increased Exposure to Our Everyday Print and Online Products**

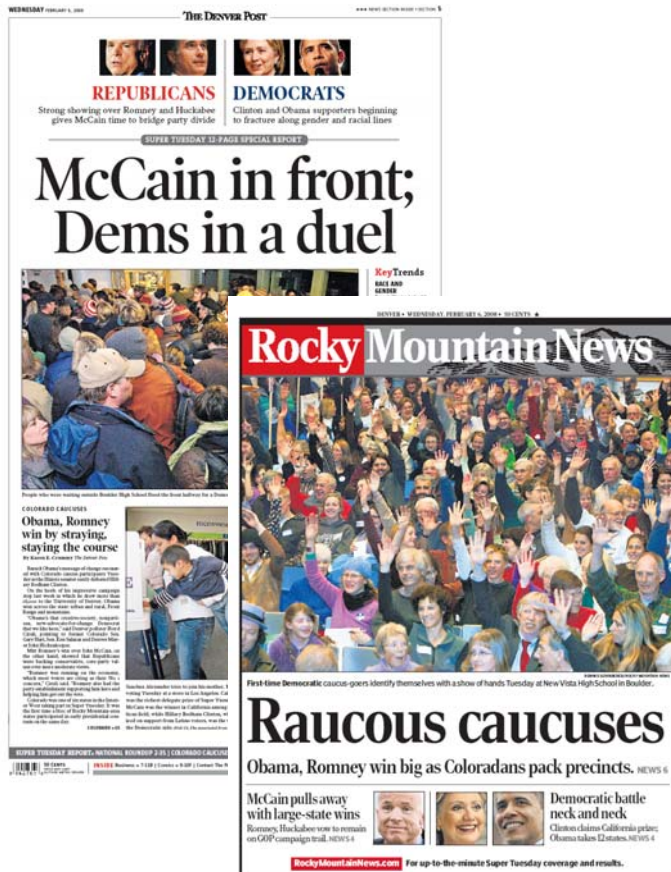


Colorado Business and Economic Guide

- 128-page, magazine-style supplement to the Sunday Denver Post
- Comprehensive guide to Colorado businesses
- A venue for companies in every sector to showcase their products or services that are so valuable to the citizens of Colorado
- Long shelf life – will be used as a reference
- Publishes Sunday, August 24



Post and News Daily Convention Wraps



- Special editorially-produced sections of convention coverage, wrapping *The Denver Post* and *Rocky Mountain News* for seven consecutive days
- Our award-winning staffs will tell the story of the convention with the best reporting, analysis, graphics and photography in the business
- Full circulation, plus distribution to delegates, media, VIPs and other DNC visitors
- Published Saturday through Friday, August 23 – 29

DNC Delegate and Media Guide



- A colorful pocket-size directory designed especially for the 15,000 media and 5,000 delegates who are in Denver for the convention
- Features fold-out map of downtown Denver, plus multiple neighborhood maps and listings that will show our guests how to find great shopping, dining, attractions, galleries, outdoor activities and more throughout the metro region
- Will be inserted in official welcome bags given to delegates and media upon their arrival, plus additional distribution at key downtown locations

Online Marketing Opportunities

DenverPost.com and RockyMountainNews.com combined are Colorado's #1 web sites, with over 4 million audited unique visitors a month.

Special DNC online products include:

- Banner Ads
- News Ticker Sponsorship
- Video Player Sponsorship
- Email Newsletters
- DNScene & Heard Photo Contest
- Daily Deal Coupons



➤ Internet use for political news and information is skyrocketing. In the 1996 election year, 4% of the American population went online for election information. In the 2004 election year, it was 29% - about 63 million American voters.

Source: March 2007 ABCi Audit

Direct Mail and Printing

- **The DNA is Your Direct Mail and Printing Resource for the 2008 Election!**
 - **Direct Mail Experts** - Our team of Direct Mail professionals can help you reach Colorado voters with direct mail and print marketing.
 - **Mailing Lists** – Over 3 million consumer and business addresses in Colorado with hundreds of selection options.
 - Voter registration records
 - Demographic and lifestyle data
 - Business listings
 - **Creative** – Eye-popping design and layout, FREE for most direct mail campaigns.
 - **Printing Services** – Competitive pricing for everything from postcards to brochures to catalogs. Let us help you find the most cost-effective option!
 - **Mailing Services** – Sorting and addressing services that will save you big bucks on postage.
- **We print anything! Brochures, maps, annual reports, signs, catalogs, and more!**



2008 Democratic National Convention

What will YOU do to capture your share of \$160 million DNC dollars?

August 2008 Planning Calendar

Last Year Current Year

Sunday		Monday		Tuesday		Wednesday		Thursday		Friday		Saturday	
31										1		2	
3		4		5		6		7		8		9	
10		11		12		13		14		15		16	
17		18		19		20		21		22		23	
24		25	DNC	26	DNC	27	DNC	28	DNC	29		30	

2007 Total _____

2008 Total _____

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What will YOU do to capture your share of the after-DNC “Double Bubble” spending?

September 2008 Planning Calendar

 Last Year  Current Year

Sunday		Monday		Tuesday		Wednesday		Thursday		Friday		Saturday	
		1	Labor Day	2		3		4		5		6	
7		8		9		10		11		12		13	
14		15		16		17		18		19		20	
21		22		23		24		25		26		27	
28		29		30									

 2007 Total _____

 2008 Total _____

Unique Exposure Opportunities

For more information, contact your sales rep, or:

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