

2025 Expenditures

CTO Match	\$15,000
Placer	\$12,000
Guide reprint	\$3,500
Billboards	\$5,000
Contributions	\$6,000
MailChimp	\$4,500
Postage	\$400
TravelStorys	\$500
Care for Colorado	\$150
Website Expenses	\$400
AdPro*	\$50,040
Treasurer's Fee	\$2,500
Total	\$99,990

****AdPro Breakdown***

Digital	SEM	\$7,400
	Paid Social	\$4,000
	Geofencing	\$2,000
	Streaming Audio	\$4,000
	Digital Subtotal	\$17,400
Database Marketing	Newsletter	\$3,600
	DM Subtotal	\$3,600
PR & Comms	Media Relations	\$5,400
	Organic Social	\$7,140
	PR & C Subtotal	\$12,540
Website	Maintenance	\$1,800
	Web Subtotal	\$1,800
Account Services	Account Fee	\$13,500
	Account Subtotal	\$13,500
Creative	Graphic Design	\$1,200
	Creative Subtotal	\$1,200

AdPro Total: \$50,040