

ALL DMCVB PUBLICATIONS: VISIT DETROIT, METRO DETROIT VISITORS MAP, VISITDETROIT.COM, ETC.

1. All advertisements are subject to acceptance by the DMCVB.
2. The DMCVB and/or its publisher reserve the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the DMCVB and/or its publisher, and also for claims arising from contents of advertising.
3. The DMCVB and or its publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement.
4. Positioning of advertisements is at the discretion of the publisher except where a request for a specific preferred position is acknowledged in writing and is paid for at premium rates.
5. No advertising containing a return coupon will be accepted.
6. Ad space can only be purchased through the Detroit Metro Convention & Visitors Bureau. Advertisers may not resell space under any circumstance.
7. The publisher reserves the right to give better position than specified in the order at no increase in rate.
8. The DMCVB and/or its publisher are not responsible for insertion of incorrect key numbers or incorrect advertisement.
9. Materials will be shipped back to the advertiser or the advertiser's representative upon request. The publisher shall hold all digital artwork for six months after last publication date prior to destroying the materials.
10. The DMCVB reserves the right to change rates at any time.
11. No conditions other than those set forth in this rate card shall be binding on the DMCVB unless specifically agreed to in writing. The DMCVB will not be bound to conditions printed or appearing on insertion orders or copy instructions that conflict with provisions of this rate card. Such errors will be regarded as clerical.
12. If the DMCVB engages the services of a collection agency or files suit to collect advertising charges due, it is understood all additional expenses and costs incurred, including attorneys' fees, shall be due and payable, and agency and advertiser agree to pay the same.
13. The publisher will not be liable for any delays in delivery and/or non-delivery in the event of an act of God, action by any governmental entity, fire, flood, accidents, riot, explosion, embargo, strikes, labor or material shortage or any other condition beyond the control of the publisher affecting production or delivery in any manner.
14. The publisher shall reserve the right, when applicable, to restrict the participation of DMCVB members in DMCVB functions because of past-due and outstanding advertising debt.
15. Agency and advertiser are jointly and severally liable for payment to the DMCVB.

## CANCELLATION

Cancellations or changes to insertion orders are not accepted after closing date, and should not be considered executed unless acknowledged in writing by the DMCVB. Agency and/or advertiser are financially responsible for adjusted rates due to frequency changes as a result of cancellations. The DMCVB shall have the right to require payment for advertising upon such terms as the DMCVB sees fit prior to publication of any advertisement. The DMCVB reserves the right to cancel the contract at any time upon default in the payment of bills. In the event of such cancellation, charges for all advertising published shall become immediately due and payable. Furthermore, if there has been any default in the payment of a prior bill or if, in the sole judgment of the DMCVB, credit becomes impaired, the DMCVB shall have the right to require payment for further advertising under this contract upon such terms as the DMCVB sees fit. Agency and advertiser are jointly and severally liable for payment to the DMCVB.

## TYPES OF ADS NOT ACCEPTED

No material will (a) infringe, violate or misappropriate any copyright, trade secret, trademark, or other proprietary or intellectual property right of any third party; (b) constitute libel, defamation, invasion of privacy or the violation of any right of publicity or any other right of any third party; (c) violate any applicable law, statute, ordinance or regulation; (d) be lewd, pornographic or obscene; (e) violate any laws regarding unfair competition, anti-discrimination or false advertising; (f) promote violence or contain hate speech, or is threatening or abusive; or (g) contain viruses, Trojan horses, worm or other similar harmful materials.

## PAYMENT TERMS

All rates are net and are not commissionable. All advertisers will be invoiced for the full net rate and are responsible for payment in full. No other discounts may be applied. All remittances must be in United States dollars. Terms: Net 30 days.

## THE MISSION OF THE DMCVB

The mission of the Detroit Metro Convention & Visitors Bureau is to market and sell the Detroit metropolitan region to business and leisure visitors in order to maximize economic impact. In collaboration with our partners, stakeholders and customers, our purpose is to champion the continuous improvement of the region as a dynamic and memorable tourism destination. The DMCVB was established in 1896.



visitdetroit.com

**FOR MORE INFORMATION, CONTACT THE AD SALES TEAM:** Ron Noyd, Ad Sales Representative: Oakland and Wayne County Clients; 248-643-7240; Ad Sales Voice Mail: 313-202-1900; adsales@visitdetroit.com **OR** Laurie Burger, Ad Sales Representative: Macomb County and Beyond Metro Detroit Clients; 586-416-4195; Ad Sales Voice Mail: 313-202-1900; adsales@visitdetroit.com

**SEND ALL CONTRACTS, DIGITAL FILES AND PROOFS TO:** adsales@visitdetroit.com

Detroit Metro Convention & Visitors Bureau, 211 W. Fort St., Ste. 1000, Detroit, MI 48226 visitdetroit.com/advertise/visit-detroit-advertising