

PLEASE CIRCLE SIZE AND RATE BELOW.
ALL RATES ARE NET.

FOUR COLOR RATES

PER AD PLACEMENT

Full Page

1x \$5,700

2x \$5,400

3/4 Page V or SQ

1x \$4,740

2x \$4,500

1/2 Page V or H

1x \$3,985

2x \$3,800

1/4 Page V or SQ

1x \$2,830

2x \$2,680

1/8 Page V

1x \$1,630

2x \$1,510



ENHANCED LISTING PROGRAM

Available to all qualified DMCVB members, the enhanced listing feature is a way to get your listing noticed. Set your property apart with a colored background or small photo.

Enhanced listing with shaded box:

1x \$100 / issue

2x \$90 / issue

Enhanced listing with shaded box and photo*:

1x \$200 / issue

2x \$175 / issue

* No logos accepted.

PLEASE CIRCLE WHICH EDITION BELOW

SPRING & SUMMER 2019 ISSUE

APRIL-SEPTEMBER

Ad close

Jan. 25, 2019

Materials close

Feb. 8, 2019

Publication date

April 1, 2019

FALL 2019 & WINTER 2020 ISSUE

OCTOBER-MARCH

Ad close

July 26, 2019

Materials close

Aug. 9, 2019

Publication date

Oct. 1, 2019

SPRING & SUMMER 2020 ISSUE

APRIL-SEPTEMBER

Ad close

Jan. 24, 2020

Materials close

Feb. 7, 2020

Publication date

April 1, 2020

Note: All insertion orders and digital materials are due by the dates listed above.

Bleed ads

Cost of ad plus 10%

Guaranteed positions

Cost of ad plus 10%, subject to publisher's availability

Preferred positions

Call for availability and pricing

Production services

Ad development available at commercial rates. Call for more information

See the magazine mechanical specifications sheet for all ad size and mechanical requirements. Detailed digital file format specifications available at www.visitdetroit.com/advertise

All non-members of the DMCVB add a \$300 surcharge per each display advertisement.

NEED HELP DESIGNING AN AD?

Ask us how we can help.

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