

VISITDETROIT.COM

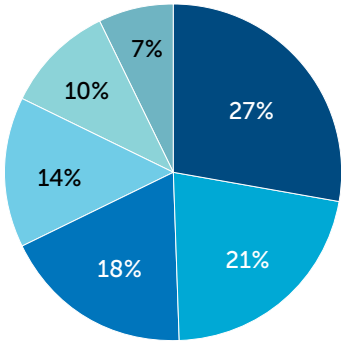
The purpose of visitdetroit.com is to attract potential visitors to metro Detroit and get them in-the-know about what the city has to offer as a leisure and meeting destination. The site is designed to give users an easy-to-navigate, visually stimulating web-based resource that covers all things metro Detroit from hotels and things to do, to places to eat, museums to see and parks to play in. The site is an integral element of the strategic objectives and mission of the Detroit Metro Convention & Visitors Bureau (DMCVB), the only organization that promotes metro Detroit regionally, nationally and internationally as a convention, business and tourism destination.



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

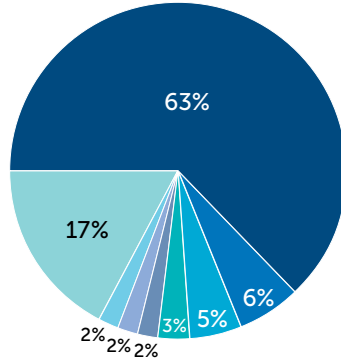
SEND ALL CONTRACTS, DIGITAL FILES AND PROOFS TO: adsales@visitdetroit.com
 Detroit Metro Convention & Visitors Bureau, 211 W. Fort St., Ste. 1000, Detroit, MI 48226 visitdetroit.com/advertise/visit-detroit-advertising

VISITDETROIT.COM AUDIENCE



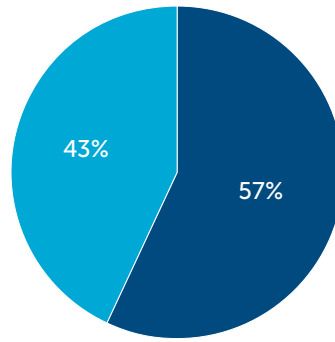
AGE GROUPS

- 27%: 25-34
- 21%: 35-44
- 18%: 45-54
- 14%: 55-64
- 10%: 18-24
- 7%: 65+



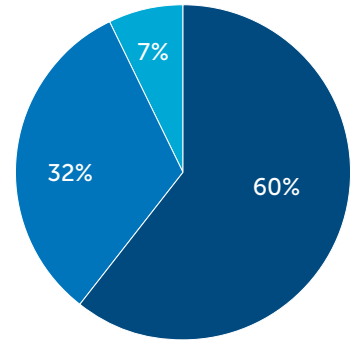
GEOGRAPHY

- 63%: Michigan
- 6%: Ohio
- 5%: Illinois
- 3%: Canada
- 2%: Virginia
- 2%: California
- 2%: New York
- 17%: Other



GENDER

- 57%: Female
- 43%: Male



DEVICES

- 60%: Mobile
- 32%: Desktop
- 7%: Tablet

PAGEVIEWS/USERS

1.2 million

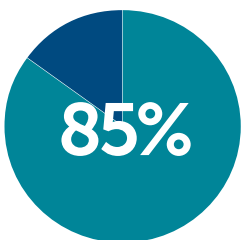
Annual unique website visitors

102,000

Average monthly unique visitors

298,000

Average monthly unique pageviews



New users on visitdetroit.com

USER INFORMATION

Visitdetroit.com readers are highly engaged leisure and business travelers looking for the best aspects of Detroit.

Our audience of travelers are:



Urban Explorers



Trendy Travelers



Sports Fanatics



Educational Enthusiasts



Vibe-Seeking Visitors

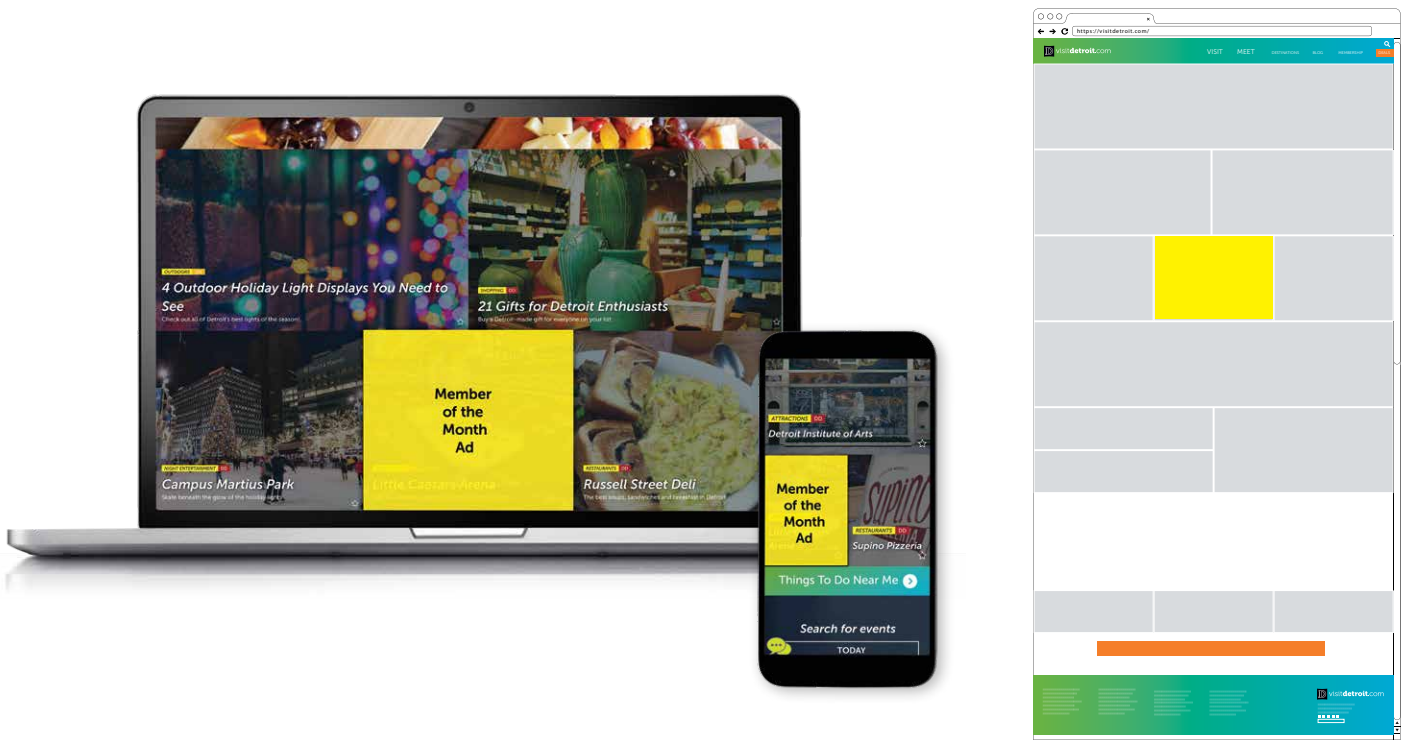


Friend and Family of Metro Detroiters

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OPTION 1:

MEMBER OF THE MONTH

HOME PAGE DIGITAL PROMOTION + CUSTOM CONTENT

- + Featured spot on the editors pick section of the visitdetroit.com home page
- + Link to a custom blog post (500 words maximum)
- + Featured on homepage for no more than 4 consecutive weeks
- + Ad on homepage
 - Will include a hi-res photo (no text or logo on photo), business name, sponsored ID tag, a 65-character description, and a hyperlink to the custom blog post

Homepage Stats

13,900 | Average weekly pageviews

11,500 | Average unique monthly pageviews

Specifications

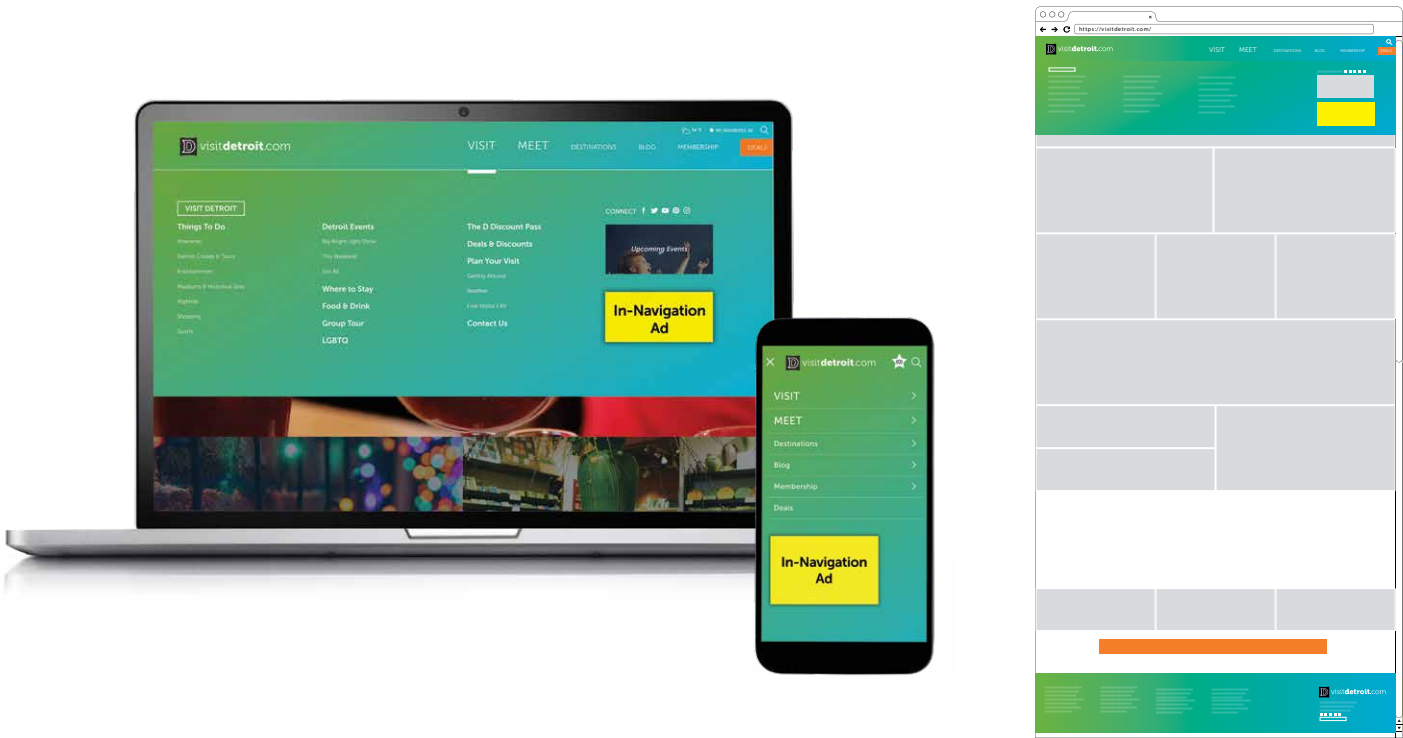
Dimensions: 1270 pixels x 980 pixels

AD RATE

1 Month \$1,125 (\$25 CPM) (For DMCVB members only)

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**OPTION 2:
IN-NAVIGATION AD**

- + Ad will be seen any time a user clicks on the VISIT or MEET menu at the top of any page on the website.
- + Ad will include a hi res ad art, sponsored ID tag, hyperlink to given URL or member profile page and optional 100 character copy.

Navigation Stats

32,000 | Times that the Visit and Meet navigation are clicked per month

Specifications

Dimensions: 586 pixels x 270 pixels

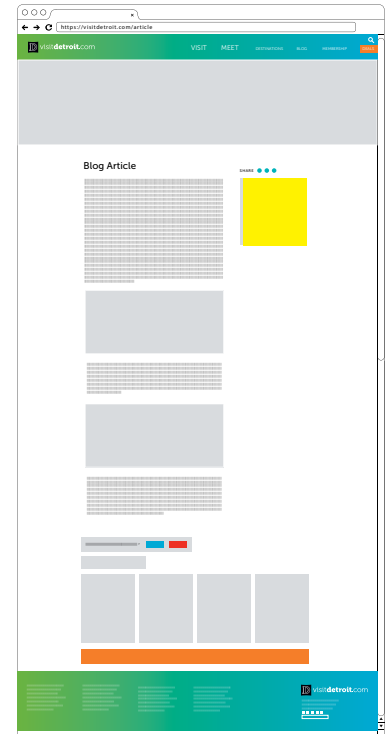
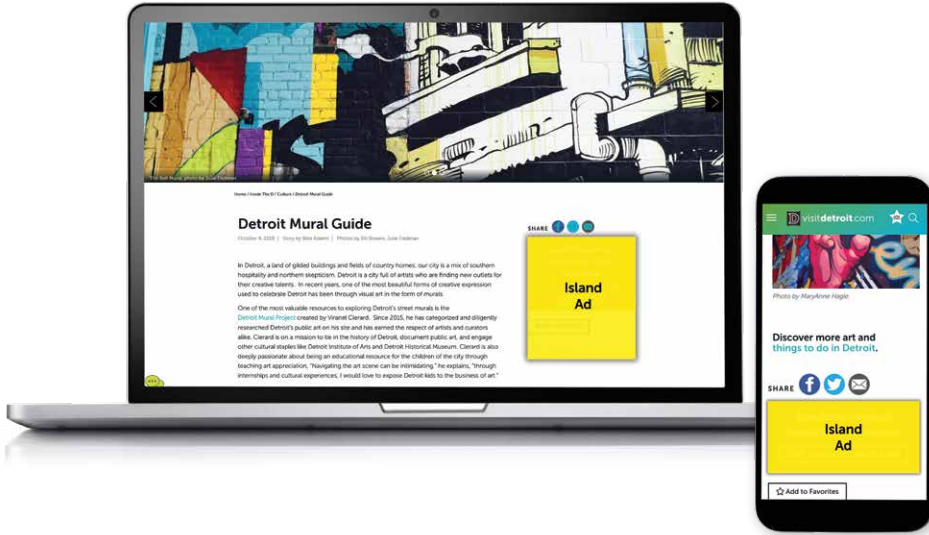
AD RATES

- 3 Months** \$500 (non-member \$625) + \$5 CPM for run of site
- 6 Months** \$900 (non-member \$1,125) + \$5 CPM for run of site
- 9 Months** \$1,250 (non-member \$1,560) + \$5 CPM for run of site
- 12 Months** \$1,500 (non-member \$1,875) + \$5 CPM for run of site

DMCVB has discretion about which non-members can advertise on our site.

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OPTION 3: ISLAND AD

- + Ad featured runs in right hand column of blog posts and member profile pages
- + Ad includes hi-res ad art and hyperlink to given URL or member profile page

Blog Post and Member Profile Stats

92,500 | Combined monthly pageviews

Specifications

Dimensions: 480 pixels x 600 pixels

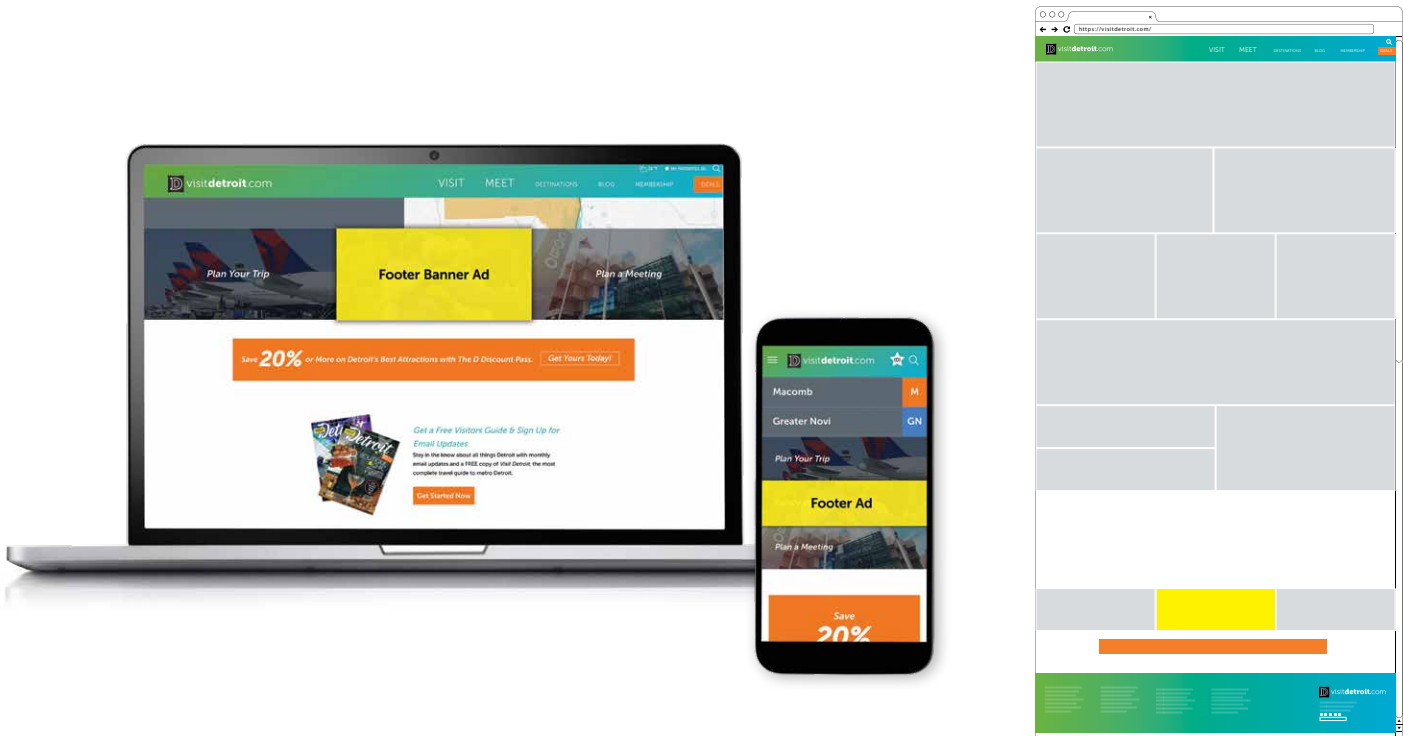
AD RATES

- 3 Months** \$1,000 (non-member \$1250) + \$4 CPM for run of site
- 6 Months** \$1,800 (non-member \$2250) + \$4 CPM for run of site
- 9 Months** \$2,500 (non-member \$3125) + \$4 CPM for run of site
- 12 Months** \$3,000 (non-member \$3750) + \$4 CPM for run of site

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ADD ON: FOOTER BANNER AD

- + Ad placement in one of three wells near the footer of the home page, blogs and member profile pages
- + Ad includes hi-res ad art and hyperlink to given URL or member profile

Footer Stats

34,000

Times per month that users scroll to this area of any given page on the website

Specifications

Dimensions: 1270 pixels x 530 pixels

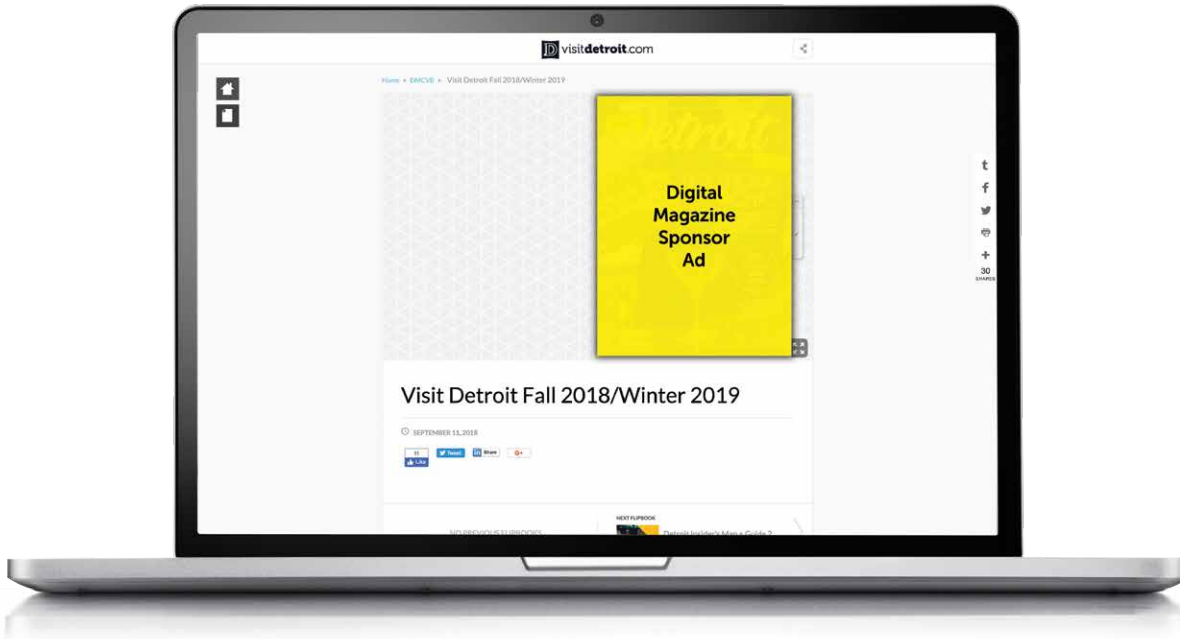
AD RATE

Add \$150 per month onto any visitdetroit.com ad purchase. Does not apply to digital magazine sponsorship.

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OPTION 4:

DIGITAL MAGAZINE SPONSOR

- + Ad will appear as the first page seen when a user views the digital issue of Visit Detroit magazine.
- + Ad will include hi-res ad art of your choice and hyperlink to given link or member profile page.

Digital Magazine Stats

267 | Average monthly unique flipbook users

6,167 | Average monthly unique flipbook pageviews

Specifications

8" x 10.75" at 300ppi PDF, Tiff or Jpeg

AD RATE

6 Months \$950 (about \$25 CPM). For DMCVB members only. Runs with current magazine circulation dates

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