

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

**FOUR COLOR RATES**

PER AD PLACEMENT

**Full Page**

1x \$5,815

2x \$5,510

**3/4 Page V or SQ**

1x \$4,835

2x \$4,590

**1/2 Page V or H**

1x \$4,070

2x \$3,875

**1/4 Page V or SQ**

1x \$2,890

2x \$2,750

**1/8 Page V**

1x \$1,675

2x \$1,550



**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 \$115 / issue

2x \$100 / issue

**Enhanced listing with shaded box and photo\*:**

1x \$225 / issue

2x \$190 / issue

\* No logos accepted.

PLEASE CIRCLE WHICH EDITION BELOW

**SPRING & SUMMER 2020 ISSUE**

APRIL-SEPTEMBER

**Ad close**

Jan. 24, 2020

**Materials close**

Feb. 7, 2020

**Publication date**

April 1, 2020

**FALL 2020 & WINTER 2021 ISSUE**

OCTOBER-MARCH

**Ad close**

July 24, 2020

**Materials close**

Aug. 7, 2020

**Publication date**

Oct. 1, 2020

**SPRING & SUMMER 2021 ISSUE**

APRIL-SEPTEMBER

**Ad close**

Jan. 22, 2021

**Materials close**

Feb. 5, 2021

**Publication date**

April 1, 2021

**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](http://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](mailto: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](mailto:adsales@visitdetroit.com)

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