



## WHY ADVERTISE IN VISIT DETROIT?

Full-color magazine published **two times per year** with an **annual circulation of 400,000** + (200,000 per issue), plus unlimited digital distribution on [visitdetroit.com](http://visitdetroit.com).

*Visit Detroit* is prominently displayed at more than 250 metro Detroit hotels, many travel agencies, Michigan Welcome Centers and tourist information brochure racks.

Major fulfillment component of the DMCVB metro Detroit welcome kits, meeting and convention delegate packets, sent in response to web, mail and phone inquiries.

Sold on local and regional (and key feeder market) newsstands and through subscriptions.

**USE VISIT DETROIT, METRO DETROIT'S MOST PROMINENT VISITOR RESOURCE GUIDE, TO REACH THE TOURISTS, CONVENTION DELEGATES AND BUSINESS TRAVELERS WHO SHOULD KNOW ABOUT YOUR PRODUCT OR SERVICE.**

*Visit Detroit* magazine is a complete travel guide to the people, places and events of metro Detroit. The magazine is designed to give readers a comprehensive, easy-to-use, visually attractive resource that outlines everything to see, do and experience in metro Detroit, including information about events, restaurants, area hotels, transportation options, cultural experiences and more. Editorials and advertisements help spread the word about all the great reasons to visit metro Detroit.

**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)

## WHO READS VISIT DETROIT?

**+ Hotel guests**

(Each issue, 100,000 guides are distributed to more than 250 metro Detroit hotels and in metro area display racks)

**+ Convention delegates**

**+ Business travelers**

**+ Family reunion attendees**

**+ In-bound visitor information callers**

**+ Website information requesters**

**+ Targeted direct mail recipients in key feeder markets**

**+ Local residents and subscribers**

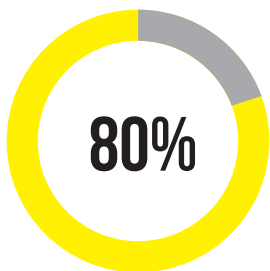


*Visit Detroit* magazine, in publication since 1992, is the DMCVB's most widely distributed publication and is targeted toward business and leisure travelers who visit metro Detroit. It provides visitors with key regional information to help influence their buying decisions during their stays.

As a result of its large circulation and clearly defined target audience, *Visit Detroit* offers advertisers an unparalleled opportunity to tap into metro Detroit's second largest industry — tourism.

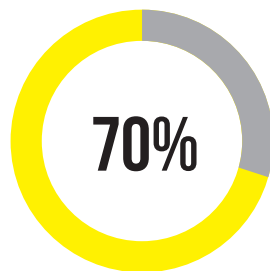


**NEARLY**



of respondents said they would visit Detroit after reading *Visit Detroit* magazine in a recent survey.

**NEARLY**



said after reading the magazine, their perception of Detroit improved — supporting the overall strategic mission of the DMCVB.



**VISITORS TO THE AREA:**  
MORE THAN 18 MILLION PEOPLE VISIT METRO DETROIT ANNUALLY.

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# WHAT'S COMING UP IN THE D?

There's plenty happening and *Visit Detroit* magazine will be there to bring it all to tourists, convention delegates and business travelers. Don't miss out on this opportunity to advertise in *Visit Detroit* — and get your word out.



**SPRING & SUMMER 2020**  
**APRIL-SEPTEMBER**

- + Feature TBD
- + Feature TBD

**Ad close**  
Jan. 24, 2020

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**Materials close**  
Feb. 7, 2020

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**Publication date**  
April 1, 2020



**FALL 2020 & WINTER 2021**  
**APRIL-SEPTEMBER**

- + Feature TBD
- + Feature TBD

**Ad close**  
July 24, 2020

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**Materials close**  
Aug. 7, 2020

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**Publication date**  
Oct. 1, 2020



**SPRING & SUMMER 2021**  
**APRIL-SEPTEMBER**

- + Feature TBD
- + Feature TBD

**Ad close**  
Jan. 22, 2021

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**Materials close**  
Feb. 5, 2021

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**Publication date**  
April 1, 2021



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The DMCVB's *Visit Detroit* magazine and visitdetroit.com have won several awards for outstanding work in several categories.

- + *Visit Detroit* magazine won an **MSAE Gold Award** for Magazine Publishing in 2017, as well as an **MSAE Diamond Award** in 2015-2016 for producing a high-quality publication that exemplifies effective association communication
- + **Association Media & Publishing (AM&P)** honored visitdetroit.com with a gold 2013 EXCEL Award for Web Publishing, Design Excellence

"Nice, modern, "consumer" magazine look that fits audience. Design does a great job pulling reader into the page. Like the subtle "retro" design cues that fit with Motown history. Great photography. Creative headlines, subhead and sidebars. I'm ranking this magazine #1 in competition for its creativity and storytelling. EXCELLENT JOB!"

- via 2015 MSAE Diamond Award Judging

"TOP NOTCH! MADE ME WANT TO SUBSCRIBE!"

- via 2015 MSAE Diamond Award Judging

- + **Travel Weekly** selected *Visit Detroit* magazine for a 2017 Magellan Award: Silver Award winner for Overall Destinations - In-Destination Visitor Information Program for United States/Canada
- + Received two honorable mentions from **Editor & Publisher's 2012 EPPY Awards** for Best Travel Web Site and Best Redesign and Relaunch
- + Won a bronze **2012 HSMIA (Hospitality Sales & Marketing Association International) Adrian Award** in the CVB/Destinations/Offices of Tourism, Digital Marketing category
- + Named a finalist in the **2012 OMMA (Online Media, Marketing & Advertising) Awards** for Website Excellence, Travel and Tourism

"Can't wait to get my copy. Love this magazine (myfavorite). #Detroitproud"

- @mamiepat via Instagram, 2015

"I was recently mailed a copy of *Visit Detroit* magazine and wanted to reach out and express appreciation. The design is fun — reminiscent of *Car & Driver* — and the content is good."

- Evan L. via email, Nov. 2015

"I like the online presentation of your magazine. Very nice presentation."

- Paul T. J. via Google+, 2015

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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.

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# ADVERTISING AGREEMENT



## ISSUE, SIZE AND RATE

### SEE RATE SHEET FOR RATES AND AD CLOSE DATES.

Issue Edition:

- \_\_\_\_\_ Spring & Summer 2020 (April-September)  
Ad close Jan. 24, 2020; Materials close Feb. 7, 2020;  
Publication date April 1, 2020
- \_\_\_\_\_ Fall 2020 & Winter 2021 (October-March)  
Ad close July 24, 2020; Materials close Aug. 7, 2020;  
Publication date Oct. 1, 2020
- \_\_\_\_\_ Spring & Summer 2021 (April-September)  
Ad close Jan. 22, 2021; Materials close Feb. 5, 2021;  
Publication date April 1, 2021

Size of advertisement:  H  V

Rate of advertisement:

Enhanced listing?  Yes  No

## VISIT DETROIT MAGAZINE ADVERTISING AGREEMENT

The person named at right agrees to advertise in *Visit Detroit* and agrees to personally guarantee this account to the terms of this agreement. Cancellations by the advertiser must be received in writing prior to scheduled ad close date for the edition. See rate sheet for general information and the copy and contract regulations for all details.

**The agreement is subject to the following additional terms:**

### Bleed ads

Cost of ad plus 10%

### Guaranteed positions

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

### Production services

Ad development available at commercial rates. Call for more information

### Enhanced listings

Available to all 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:

\$115 / issue or 2x \$100 / issue

### + Enhanced listing with shaded box and photo\*: (\*no logos accepted)

\$225 / issue or 2x \$190 / issue

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)

## FOUR COLOR RATES (per ad placement)

Full Page	1/2 Page V or H	1/8 Page V
1x \$5,815	1x \$4,070	1x \$1,675
2x \$5,510	2x \$3,875	2x \$1,550
3/4 Page V or SQ	1/4 Page V or SQ	
1x \$4,835	1x \$2,890	
2x \$4,590	2x \$2,750	

For black and white rates, please contact your ad sales representative.

Frequency Discount:  1X  2X

Ad rate for each insertion: \$

Bleed (ad rate x 10%): \$

Guarantee position: \$

Enhanced listing: \$

Total: \$

Balance due: \$

Position detail:

## Payment Terms

All rates are net and are not commissionable. All advertisers or their signed representative(s) (Agency) will be invoiced for the 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.

Advertiser Name

Advertiser Contact Name (print)

Title

Billing Name

Billing Address

City, State, ZIP

Phone

Fax

Email

Salesperson

Client Authorization

Date

Print Name

## Payment Processing

Send invoice  Check enclosed (payable to DMCVB)

Credit cards:  Visa  MasterCard  American Express

Name

Card Number

Exp. Date

Signature

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**Trim Size:** 8 x 10.75

**Printing Process:** Web offset

**Binding:** Perfect Bound

**Screens and Resolution:** B/W 120 lpi, CMYK 133 lpi.  
Effective resolution for color bitmap images should be 2X final line-screen or greater (ie: 2X 150 lpi = 300 lpi resolution)

**Digital Ad Formats Accepted:** We support files created in current versions of Adobe In-Design. Please inquire before submitting alternate program files or files generated from a PC. Include all fonts and supporting art (TIFF or EPS). \$100 fee for art that is not supplied according to these digital specifications.

**Preferred Transfer Media:**  
CD-ROM, DVD or a Press-Ready PDF. All important live matter must be a minimum of 1/4" inside the final trim so live matter does not trim. Where bleed is required, allow 1/4" beyond trim.

**For specifications, contact:**  
Bill Bowen, Octane Design  
Phone: 248-399-1322, Fax: 248-399-1335  
bill@octanedesign.com

**MAGAZINE AD SIZES**

	Width	Height
<b>Full Page</b>	7.125	10
<b>Full Page Bleed</b>	8	10.75 + add 1/4" bleed
<b>Spread</b>	15	10
<b>Spread Bleed</b>	16	10.75 + add 1/4" bleed
<b>3/4 Page V</b>	5.3	8.625
<b>3/4 Page V Bleed</b>	5.6875	10.75 + add 1/4" bleed
<b>3/4 Page SQ</b>	5.3125	6.4375
<b>3/4 Page SQ Bleed</b>	5.8125	7.8125 + add 1/4" bleed
<b>1/2 Page V</b>	3.5	8.625
<b>1/2 Page V Bleed</b>	4	10.75 + add 1/4" bleed
<b>1/2 Page H</b>	7.125	4.25
<b>1/2 Page H Bleed</b>	8	5 + add 1/4" bleed
<b>1/4 Page V</b>	1.625	8.625
<b>1/4 Page SQ</b>	3.5	4.25
<b>1/8 Page V</b>	1.65	4.25

**Enhanced Listing Specs**


Photo size: 1.65" x 1.25"

Photo resolution: 300ppi

Format: .jpg, .tiff, .psd

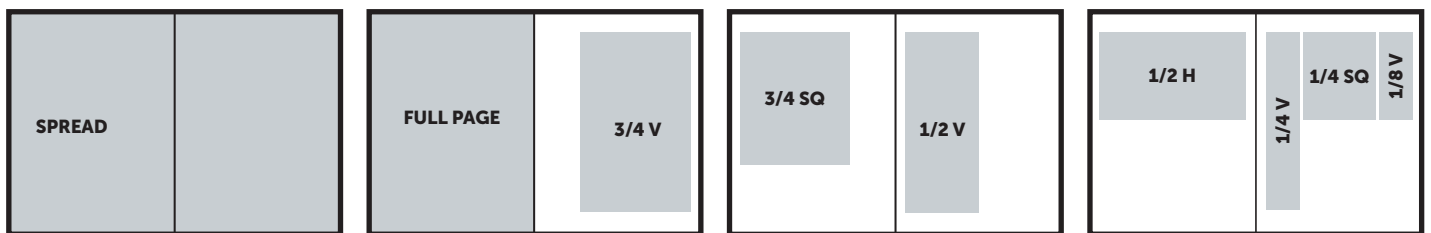
High-quality color photo required

No logos accepted



**Your Company Name**  
Your company information here. Hours. Location. Phone. Website. Credit cards accepted.

**ADD 1/4" ALL AROUND FOR BLEED ADS**  
**For bleed ads, keep all live and/or critical matter 1/2" from the top, bottom and sides of trim (8 x 10.75).**  
1/4 page V, 1/4 page SQ and 1/8 page V are not available in bleed. On all spreads, avoid splitting type characters and critical alignment of illustrations through gutter.



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

- All advertisements are subject to acceptance by the DMCVB.
- 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.
- 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.
- 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.
- No advertising containing a return coupon will be accepted.
- Ad space can only be purchased through the Detroit Metro Convention & Visitors Bureau. Advertisers may not resell space under any circumstance.
- The publisher reserves the right to give better position than specified in the order at no increase in rate.
- The DMCVB and/or its publisher are not responsible for insertion of incorrect key numbers or incorrect advertisement.
- 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.
- The DMCVB reserves the right to change rates at any time.
- 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.
- 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.
- 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.
- 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.
- 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.



visit**detroit**.com

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