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.

**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.

**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 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
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

80%

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

NEARLY

70%

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.
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.

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

**“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 HSMAI (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

**“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

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

**FOUR COLOR RATES**

**PER AD PLACEMENT**

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate 1x</th>
<th>Rate 2x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$5,815</td>
<td>$5,510</td>
</tr>
<tr>
<td>3/4 Page V or SQ</td>
<td>$4,835</td>
<td>$4,590</td>
</tr>
<tr>
<td>1/2 Page V or H</td>
<td>$4,070</td>
<td>$3,875</td>
</tr>
<tr>
<td>1/4 Page V or SQ</td>
<td>$2,890</td>
<td>$2,750</td>
</tr>
<tr>
<td>1/8 Page V</td>
<td>$1,675</td>
<td>$1,550</td>
</tr>
</tbody>
</table>

---

**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

---

**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.

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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.

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**FOR MORE INFORMATION, CONTACT THE AD SALES TEAM:**

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adsales@visitdetroit.com
Detroit Metro Convention & Visitors Bureau, 211 W. Fort St., Ste. 1000, Detroit, MI 48226 visitdetroit.com/advertise/visit-detroit-advertising
**ISSUE, SIZE AND RATE**

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

<table>
<thead>
<tr>
<th>Issue Edition</th>
<th>Ad close</th>
<th>Materials close</th>
<th>Publication date</th>
</tr>
</thead>
</table>

Size of advertisement:  
- H  
- V

Rate of advertisement:  
- 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

**FOUR COLOR RATES** (per ad placement)

<table>
<thead>
<tr>
<th>Format</th>
<th>Full Page</th>
<th>1/2 Page V or H</th>
<th>1/4 Page V or SQ</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$5,815</td>
<td>$4,070</td>
<td>$4,835</td>
</tr>
<tr>
<td>2x</td>
<td>$5,510</td>
<td>$3,875</td>
<td>$2,890</td>
</tr>
</tbody>
</table>

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

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**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.

**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

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

**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  

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**MAGAZINE AD SIZES**

<table>
<thead>
<tr>
<th></th>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7.125</td>
<td>10</td>
</tr>
<tr>
<td>Full Page Bleed</td>
<td>8</td>
<td>10.75  + add 1/4&quot; bleed</td>
</tr>
<tr>
<td>Spread</td>
<td>15</td>
<td>10</td>
</tr>
<tr>
<td>Spread Bleed</td>
<td>16</td>
<td>10.75  + add 1/4&quot; bleed</td>
</tr>
<tr>
<td>3/4 Page V</td>
<td>5.3</td>
<td>8.625</td>
</tr>
<tr>
<td>3/4 Page V Bleed</td>
<td>5.6875</td>
<td>10.75  + add 1/4&quot; bleed</td>
</tr>
<tr>
<td>3/4 Page SQ</td>
<td>5.3125</td>
<td>6.4375</td>
</tr>
<tr>
<td>3/4 Page SQ Bleed</td>
<td>5.8125</td>
<td>7.8125  + add 1/4&quot; bleed</td>
</tr>
<tr>
<td>1/2 Page V</td>
<td>3.5</td>
<td>8.625</td>
</tr>
<tr>
<td>1/2 Page V Bleed</td>
<td>4</td>
<td>10.75  + add 1/4&quot; bleed</td>
</tr>
<tr>
<td>1/2 Page H</td>
<td>7.125</td>
<td>4.25</td>
</tr>
<tr>
<td>1/2 Page H Bleed</td>
<td>8</td>
<td>5      + add 1/4&quot; bleed</td>
</tr>
<tr>
<td>1/4 Page V</td>
<td>1.625</td>
<td>8.625</td>
</tr>
<tr>
<td>1/4 Page SQ</td>
<td>3.5</td>
<td>4.25</td>
</tr>
<tr>
<td>1/8 Page V</td>
<td>1.65</td>
<td>4.25</td>
</tr>
</tbody>
</table>

**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.  

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**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

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

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.

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