

# ADVERTISING AGREEMENT



## ISSUE, SIZE AND RATE

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

Issue Edition:

- \_\_\_\_\_ Fall 2019 & Winter 2020 (October-March)  
Ad close July 26, 2019; Materials close Aug. 9, 2019;  
Publication date Oct. 1, 2019
- \_\_\_\_\_ 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

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 **X**

Date

Print Name

## Payment Processing

Send invoice  Check enclosed (payable to DMCVB)

Credit cards:  Visa  MasterCard  American Express

Name

Card Number

Exp. Date

Signature

**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)