

VISITDETROIT.COM

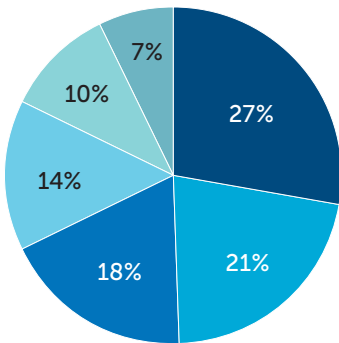
The purpose of visitdetroit.com is to attract potential visitors to metro Detroit and get them in-the-know about what the city has to offer as a leisure and meeting destination. The site is designed to give users an easy-to-navigate, visually stimulating web-based resource that covers all things metro 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

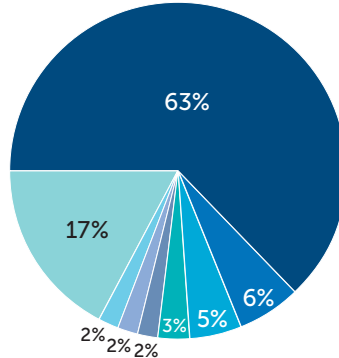
SEND ALL CONTRACTS, DIGITAL FILES AND PROOFS TO: adsales@visitdetroit.com
Detroit Metro Convention & Visitors Bureau, 211 W. Fort St., Ste. 1000, Detroit, MI 48226 visitdetroit.com/advertise/visit-detroit-advertising

VISITDETROIT.COM AUDIENCE



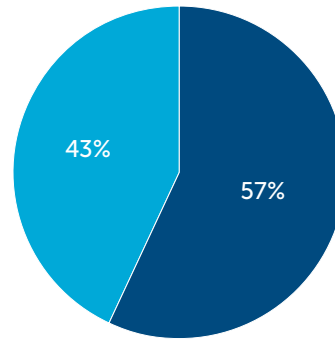
AGE GROUPS

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



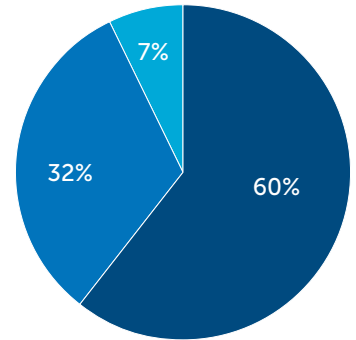
GEOGRAPHY

- 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

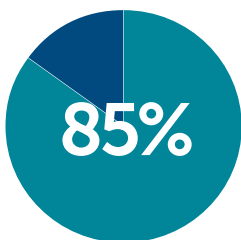
Annual unique website visitors

110,000

Average monthly visitors

333,908

Average monthly 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.

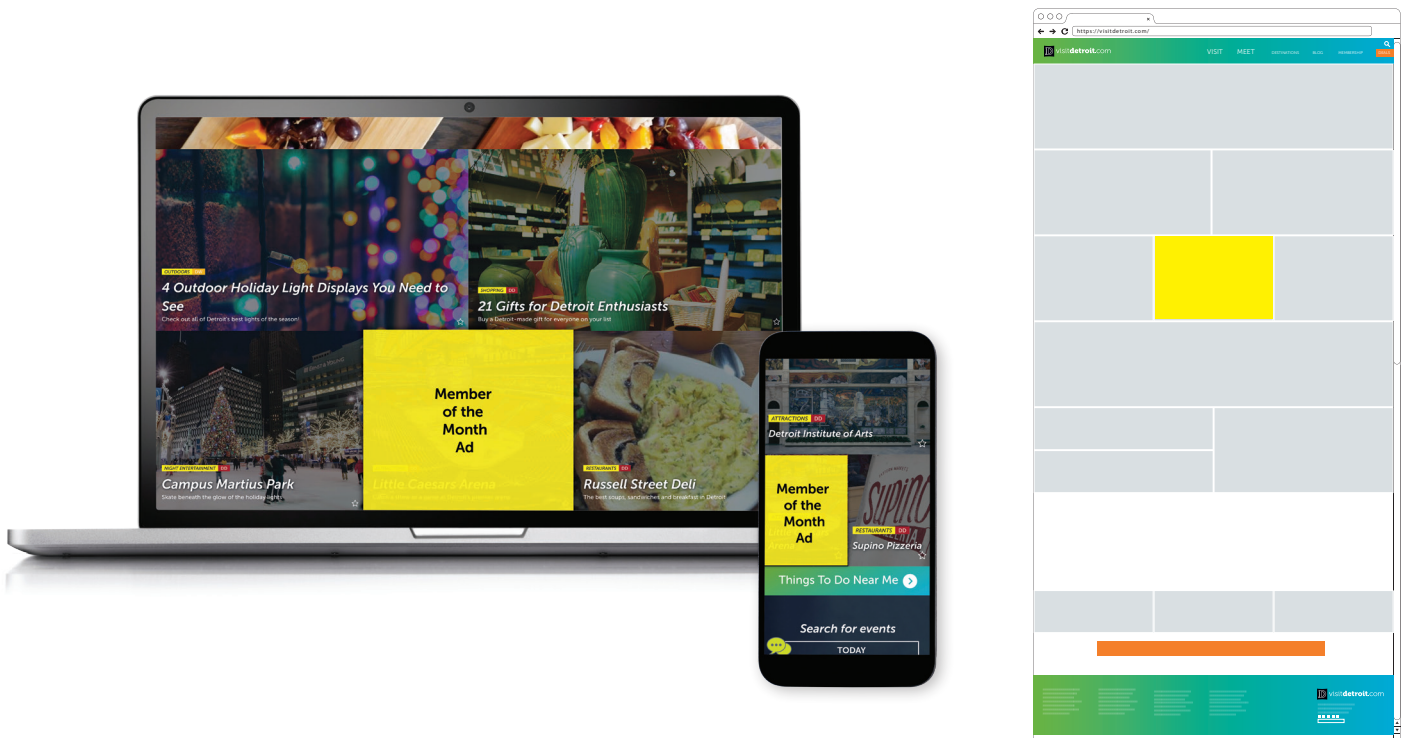
Our audience of travelers are:

Urban
ExplorersTrendy
TravelersSports
FanaticsEducational
EnthusiastsVibe-Seeking
VisitorsFriend 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

13,800 | Average monthly pageviews

11,100 | Average unique monthly pageviews

Specifications

Photo Dimensions: 1270 pixels x 980 pixels
 .jpg format
 You can either supply the blog post, or our content team will work with you to create one

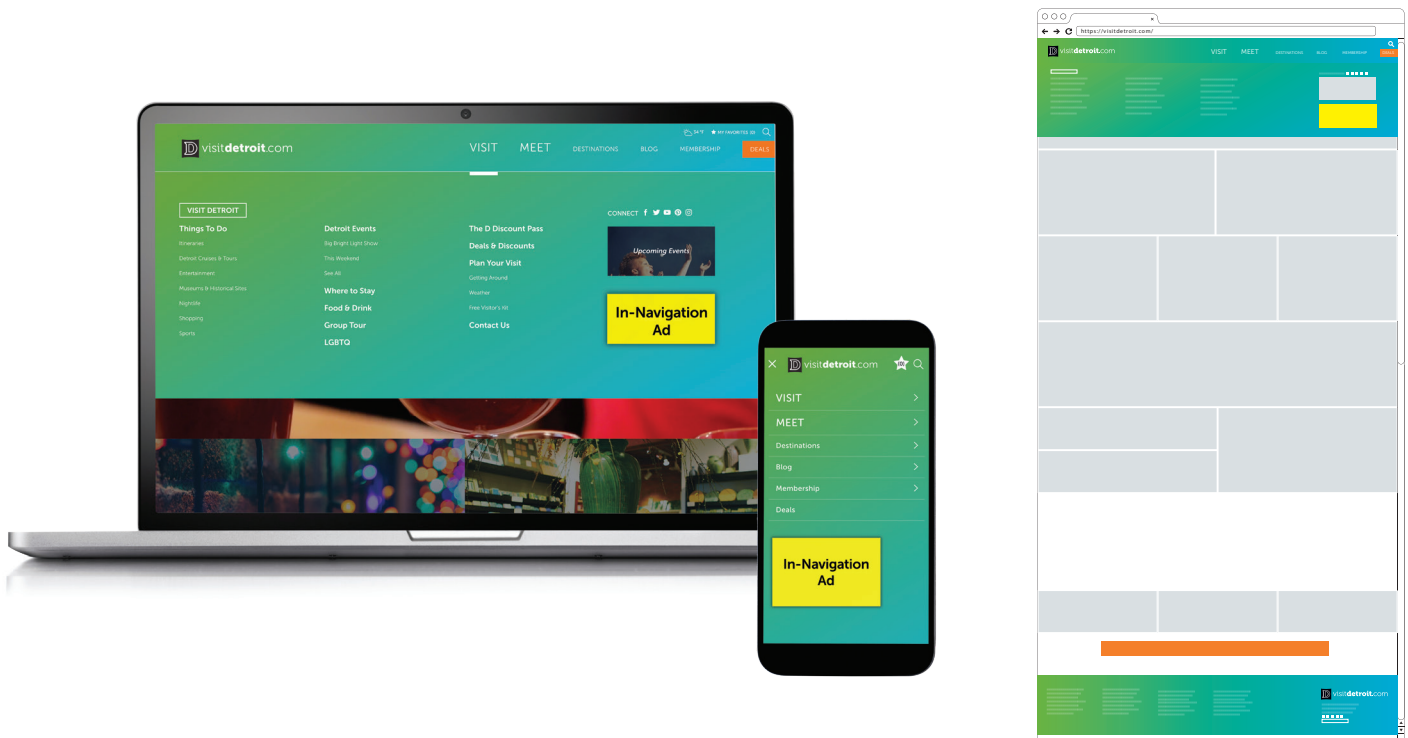
AD RATE

1 Month \$1,125 (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

53,800 | Times that the Visit and Meet navigation are clicked per month

Specifications

Dimensions: 586 pixels x 270 pixels
.jpg format

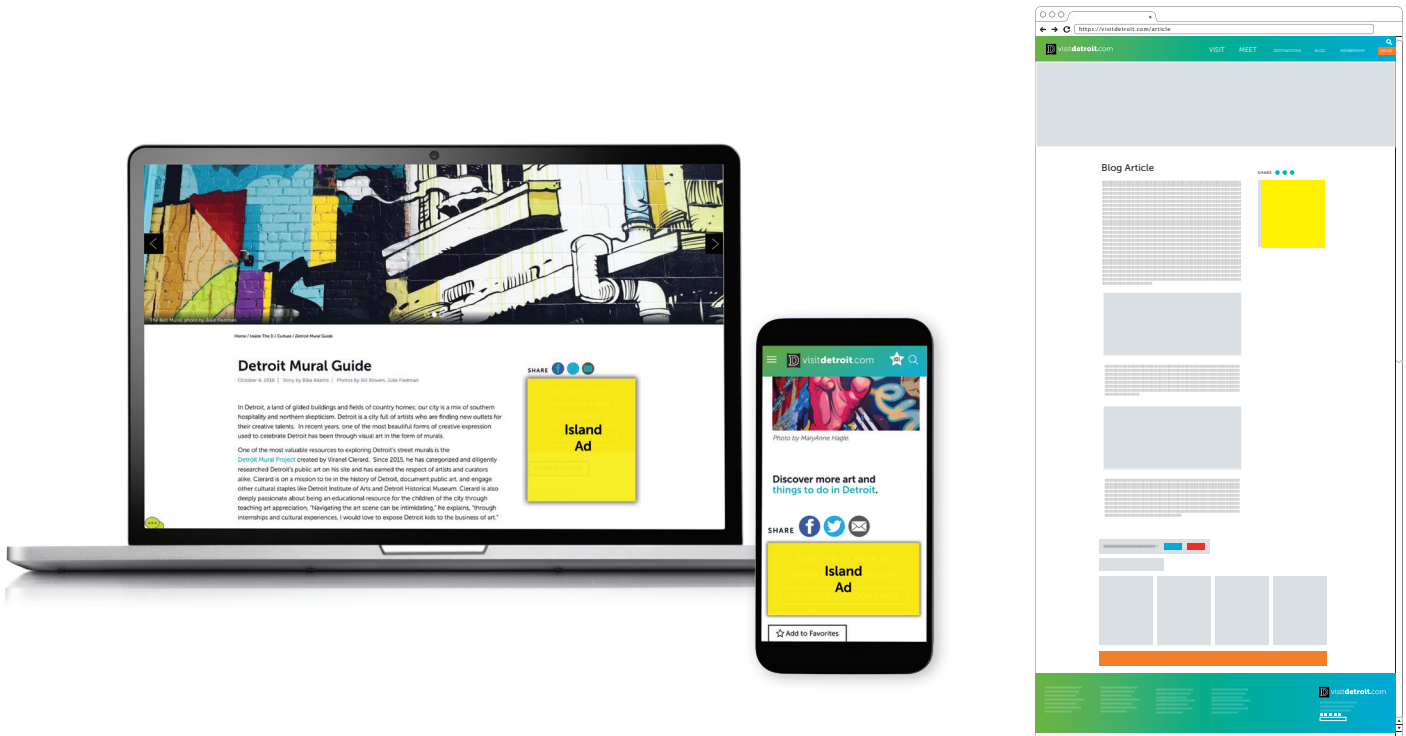
AD RATES

3 Months	\$500 (non-member \$625)
6 Months	\$900 (non-member \$1,125)
9 Months	\$1,250 (non-member \$1,560)
12 Months	\$1,500 (non-member \$1,875)

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

125,200 | Combined monthly pageviews

Specifications

Dimensions: 480 pixels x 600 pixels
.jpg format

AD RATES

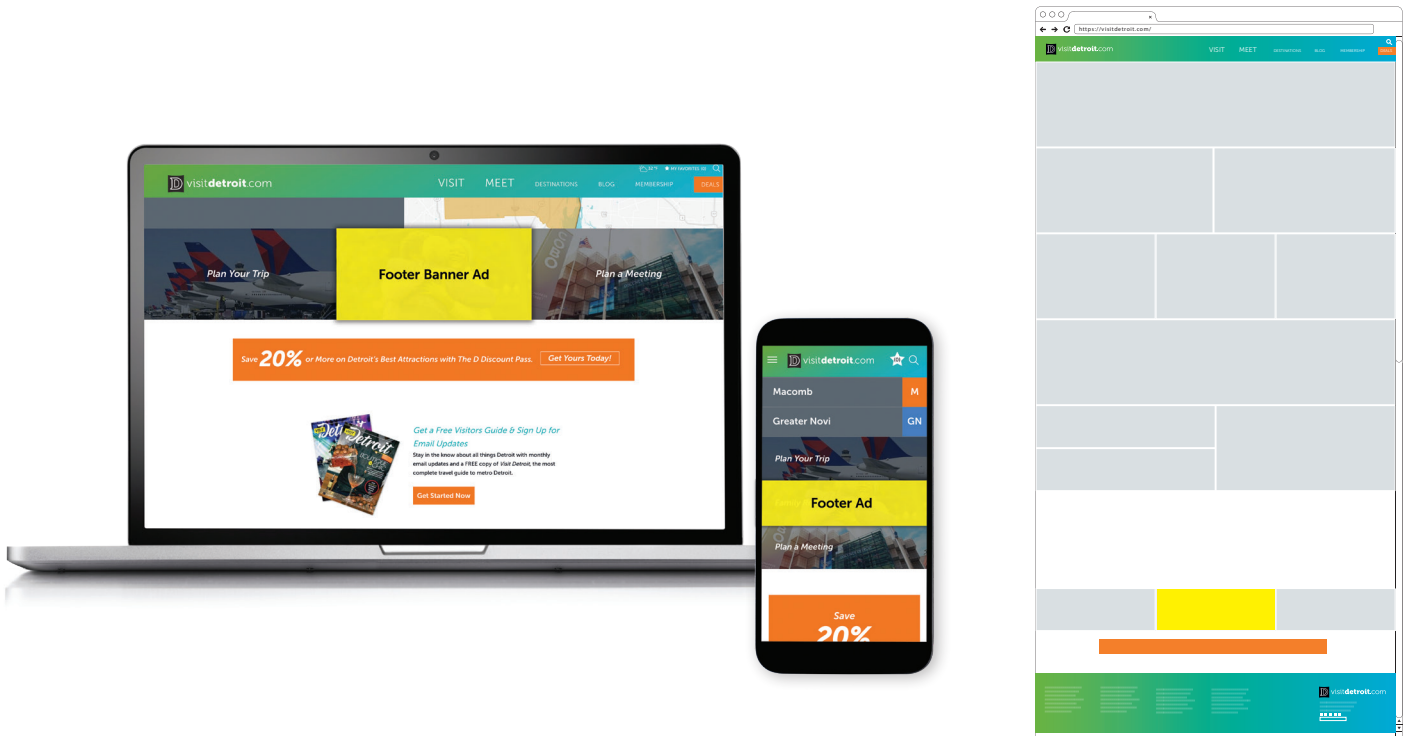
3 Months	\$1,000 (non-member \$1250)
6 Months	\$1,800 (non-member \$2250)
9 Months	\$2,500 (non-member \$3125)
12 Months	\$3,000 (non-member \$3750)

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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
.jpg format

AD RATE

Add \$150 per month onto any visitdetroit.com ad purchase.

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