VISITDETROIT.COM

The purpose of visitdetroit.com is to attract potential visitors to metro Detroit and share information about what the city has to offer as a leisure and meetings 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 USER STATS

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 85%

USER INFORMATION
Visitdetroit.com readers are highly engaged leisure and business travelers looking for the best aspects of Detroit.

Our audience of travelers are:
- City Explorers
- Trendy Travelers
- Sports Fanatics
- Educational Enthusiasts
- Vibe-Seeking
- Friend & 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

| Average monthly pageviews | 13,800 |
| Average unique monthly pageviews | 11,100 |

Specifications:
Dimensions: 1270 pixels x 980 pixels

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

### AD RATES

<table>
<thead>
<tr>
<th>Duration</th>
<th>Member Rate</th>
<th>Non-Member Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 Months</td>
<td>$500</td>
<td>$625</td>
</tr>
<tr>
<td>6 Months</td>
<td>$900</td>
<td>$1,125</td>
</tr>
<tr>
<td>9 Months</td>
<td>$1,250</td>
<td>$1,560</td>
</tr>
<tr>
<td>12 Months</td>
<td>$1,500</td>
<td>$1,875</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Blog Post and Member Profile Stats</th>
<th>Specifications</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>125,200</strong> Combined monthly pageviews</td>
<td>Dimensions: 480 pixels x 600 pixels</td>
</tr>
</tbody>
</table>

**AD RATES**

<table>
<thead>
<tr>
<th>Period</th>
<th>Rate (non-member Rate)</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 Months</td>
<td>$1,000 ($1250)</td>
</tr>
<tr>
<td>6 Months</td>
<td>$1,800 ($2250)</td>
</tr>
<tr>
<td>9 Months</td>
<td>$2,500 ($3125)</td>
</tr>
<tr>
<td>12 Months</td>
<td>$3,000 ($3750)</td>
</tr>
</tbody>
</table>

*DMCVB has discretion about which non-members can advertise on our site.*
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

<table>
<thead>
<tr>
<th>Footer Stats</th>
<th>Specifications</th>
</tr>
</thead>
<tbody>
<tr>
<td>34,000</td>
<td>Dimensions: 1270 pixels x 530 pixels</td>
</tr>
</tbody>
</table>

AD RATE
Add $150 per month onto any visitdetroit.com ad purchase. Does not apply to digital magazine sponsorship.

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