



# ADVERTISING MEDIA KIT

visit**detroit**

**DETROIT: A CULTURE LIKE NO OTHER.**

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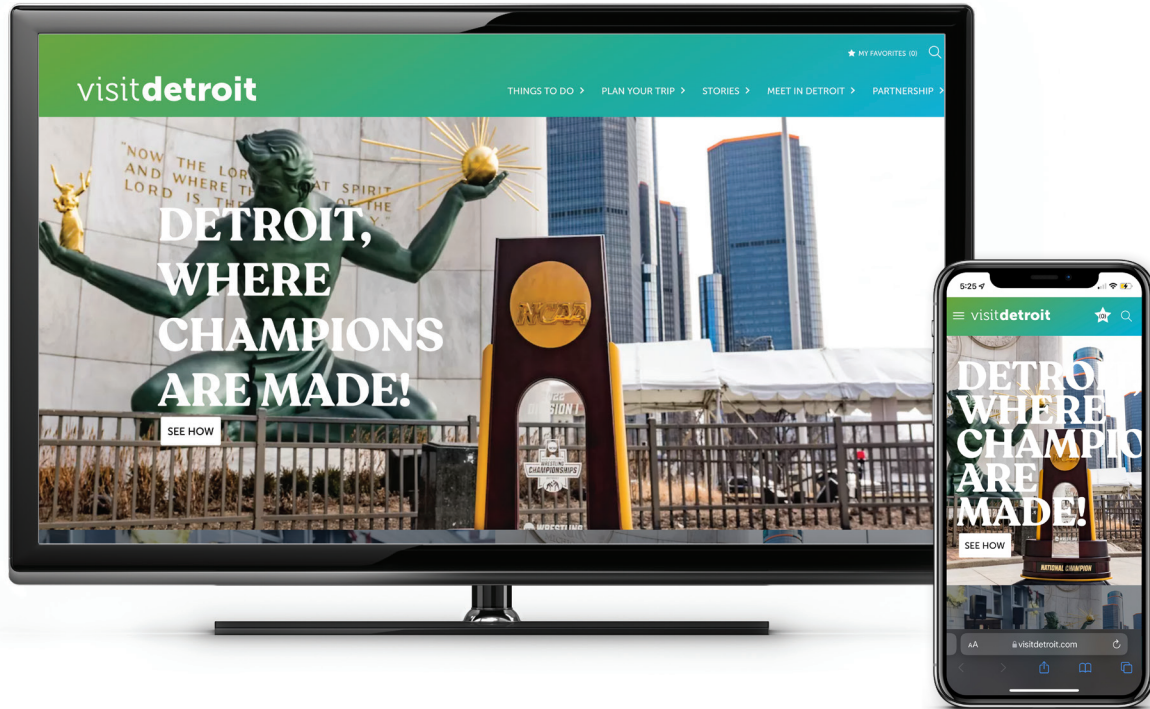
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## VISITDETROIT.COM

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 Visit Detroit, the only organization that promotes metro Detroit regionally, nationally and internationally as a convention, business and tourism destination.

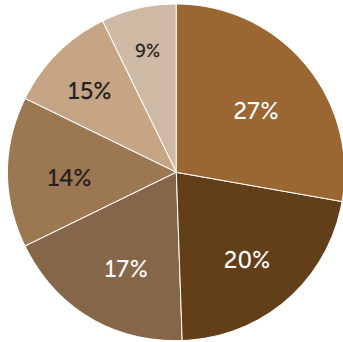


**FOR MORE INFORMATION, CONTACT AD SALES:** Ron Noyd, Ad Sales Representative: 248-643-7240; Ad Sales Voice Mail: 313-202-1900; [adsales@visitdetroit.com](mailto:adsales@visitdetroit.com).

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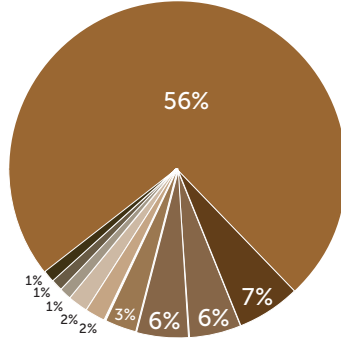
Visit Detroit, 211 W. Fort St., Ste. 1000, Detroit, MI 48226 [visitdetroit.com/advertise/visit-detroit-advertising](http://visitdetroit.com/advertise/visit-detroit-advertising)

VISITDETROIT.COM AUDIENCE



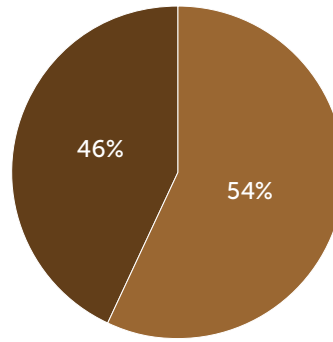
AGE GROUPS

- 27%: 25-34
- 20%: 35-44
- 17%: 45-54
- 14%: 55-64
- 15%: 18-24
- 9%: 65+



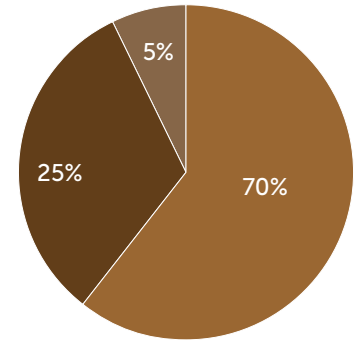
GEOGRAPHY

- 56%: Michigan
- 7%: Ohio
- 6%: Illinois
- 6%: New York
- 3%: Pennsylvania
- 2%: Indiana
- 2%: New Jersey
- 1%: California
- 1%: Texas
- 1%: Maryland



GENDER

- 54%: Female
- 46%: Male



DEVICES

- 70%: Mobile
- 25%: Desktop
- 5%: Tablet

PAGEVIEWS/USERS

1 million

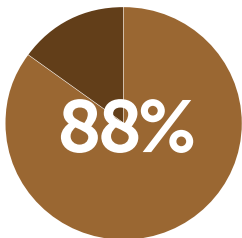
Annual unique website visitors

87,173

Average monthly visitors

198,910

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 Explorers



Trendy Travelers



Sports Fanatics



Educational Enthusiasts



Vibe-Seeking Visitors

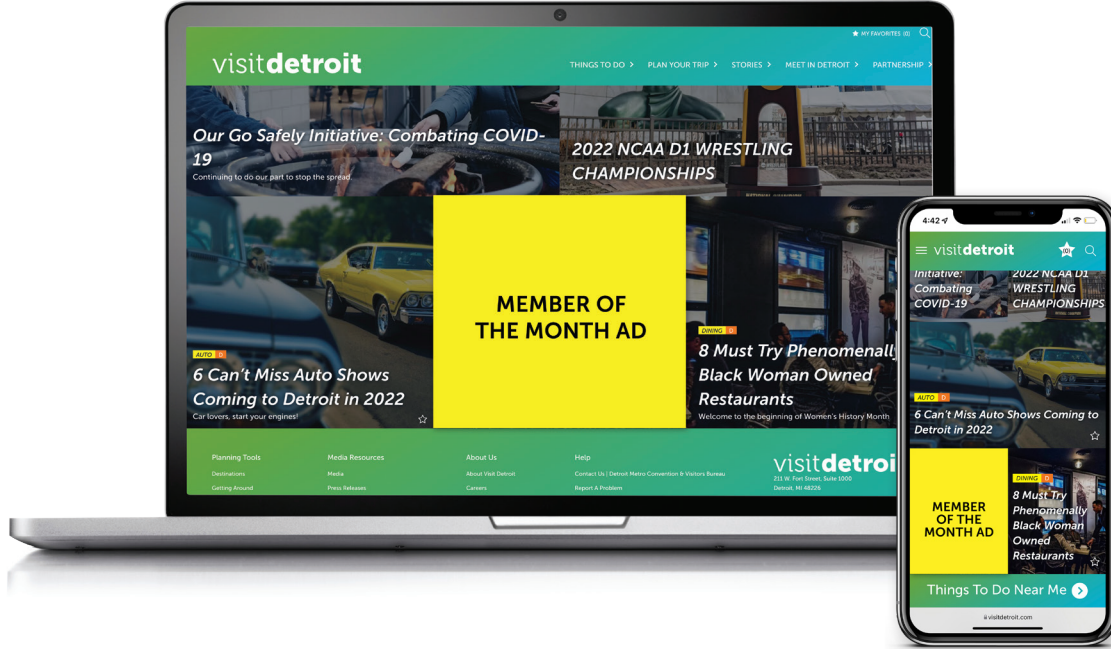


Friends and Family of Metro Detroiters

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OPTION 1:

# MEMBER OF THE MONTH

## HOME PAGE DIGITAL PROMOTION + CUSTOM CONTENT

- + Featured spot on the editor's 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

Dimensions: 1270 pixels x 980 pixels

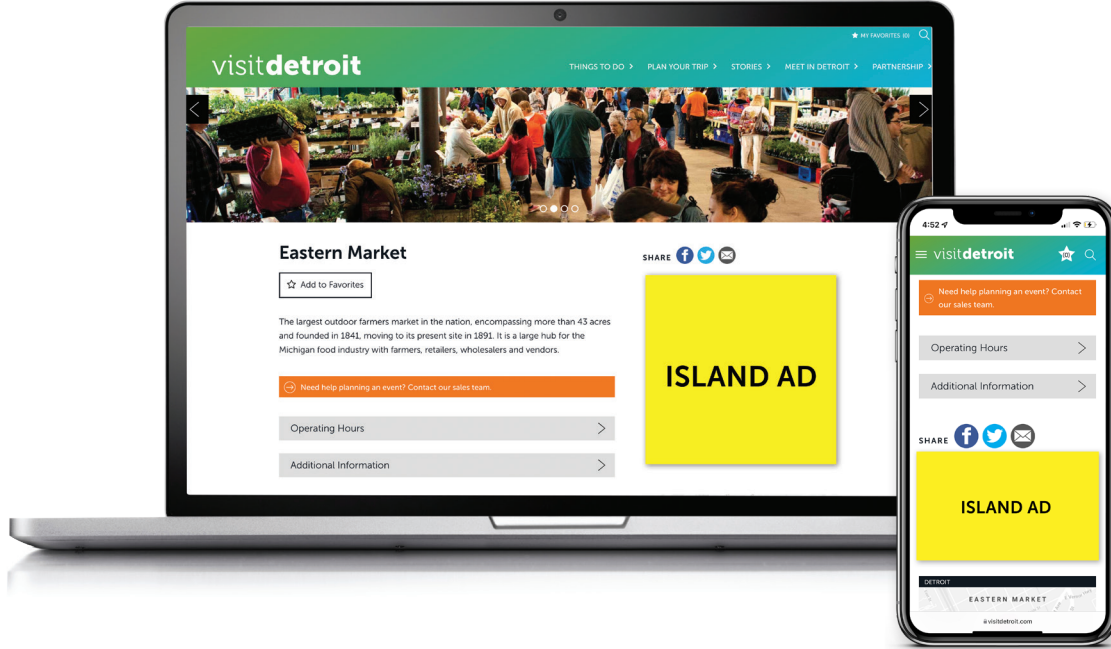
### AD RATE

1 Month \$1,125 (For Visit Detroit members only)

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OPTION 2:  
**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

AD RATES

- 3 Months \$1,000 (non-member \$1,250)
- 6 Months \$1,800 (non-member \$2,250)
- 9 Months \$2,500 (non-member \$3,125)
- 12 Months \$3,000 (non-member \$3,750)

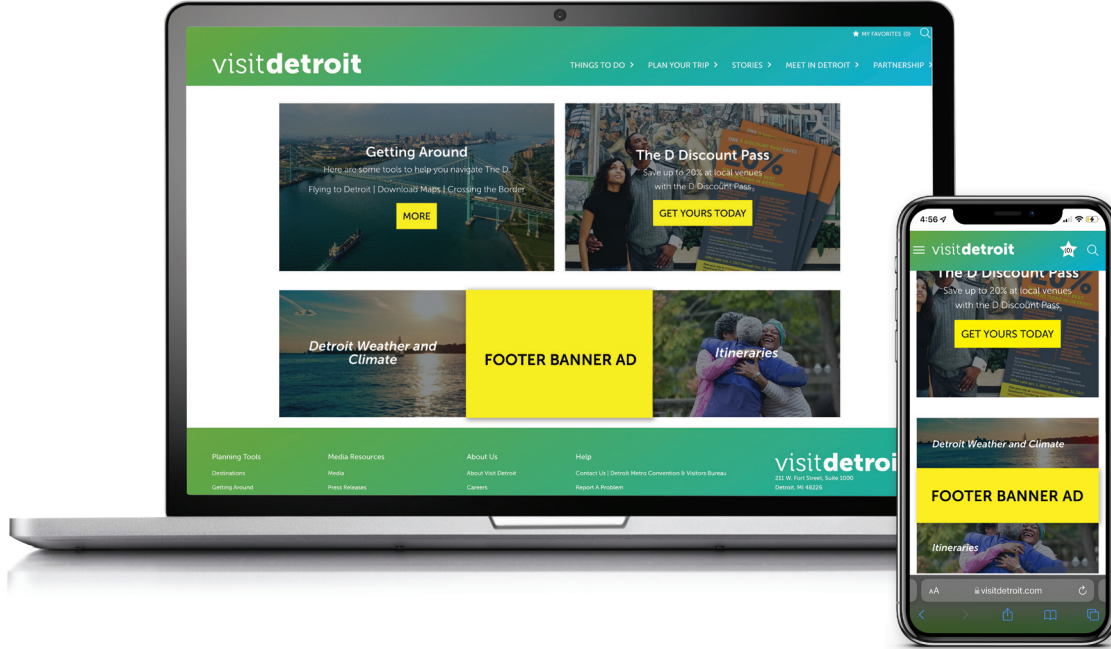
Visit Detroit has discretion about which non-members can advertise on our site.

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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

### AD RATE

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

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## VISIT DETROIT TRAVEL GUIDE

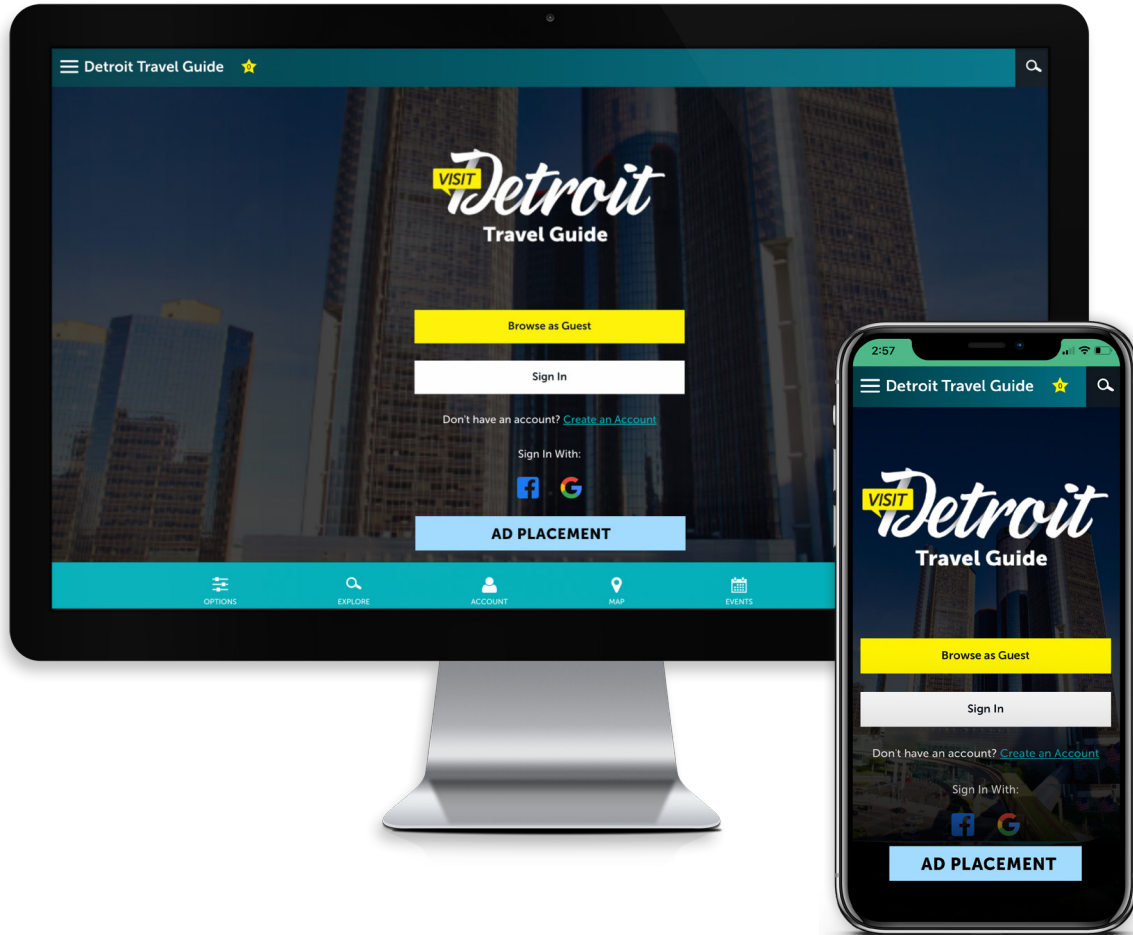
Visit Detroit recently launched the Detroit Travel Guide, an easy-to-use, web-based travel platform. Visitors can “customize their vibe,” creating their own unique itineraries from the abundance of things to do, see, learn, explore and experience in our dynamic city.

We continue to build the Detroit Travel Guide audience by promoting it via multiple channels:

- Door hangers in area hotels with a QR code linking directly to the platform
- Banner ads on the Visit Detroit website (VisitDetroit.com has 1.2 million annual unique website visitors)
- Visit Detroit paid social media
- Digital ads on tourism websites in key regional markets

Visit Detroit is offering introductory advertising rates to our members for a variety of advertising placement options in the digital guide. **BUY AN ANNUAL AD AND GET AN ADDITIONAL QUARTER FOR FREE.** (Valid for one ad placement.)





**OPTION 1:**

**HOME PLACEMENT**

The landing page for all Detroit Travel Guide users. This is the prime placement for advertisers who want to get the most attention for their promotion or event.

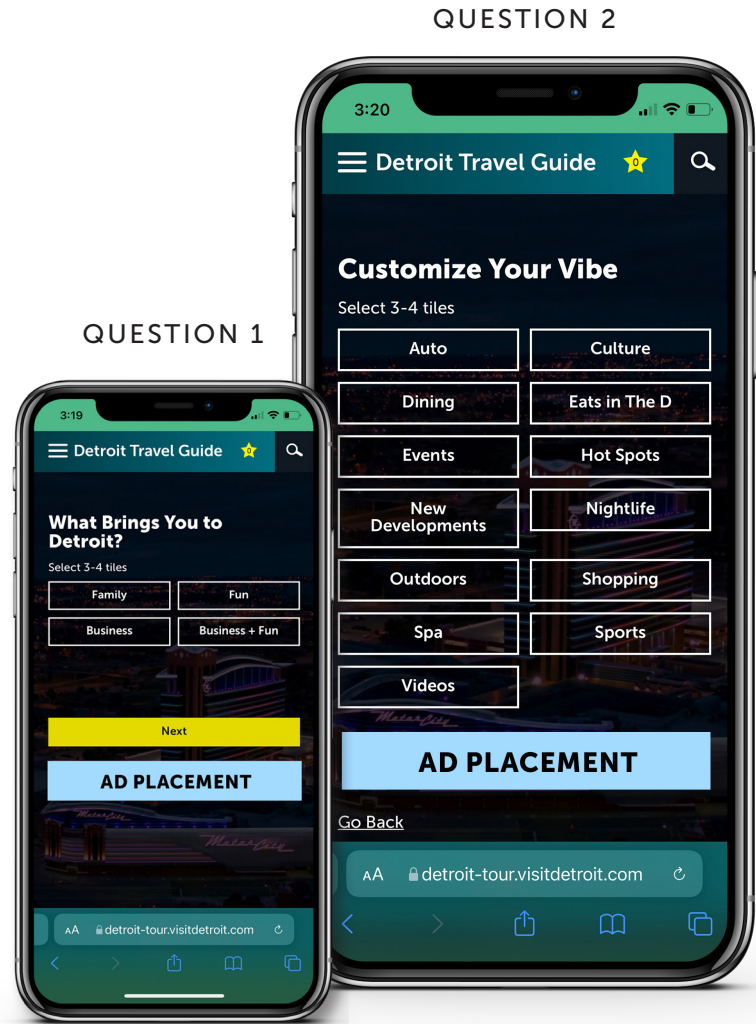
**SPECS**

Four advertisers per quarter with equal rotation. Size: 728x90 (desktop/tablet); 320x50 (mobile)

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**AD RATES PER PLACEMENT**

Quarterly	\$600
Annual	\$1,800



**OPTION 2:**

**CUSTOMIZE PLACEMENT**

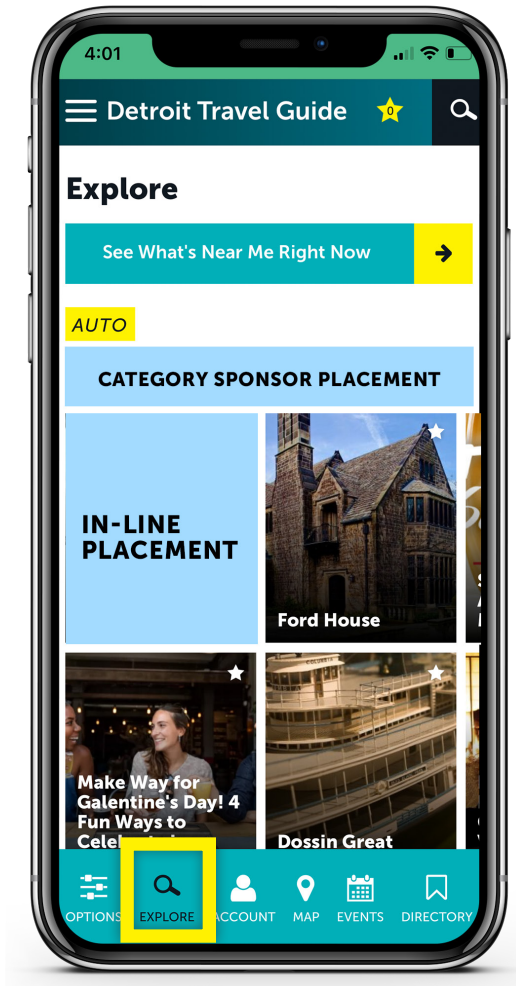
Users can curate their recommendations by asking two questions about their trip to Detroit. Restaurant and entertainment options will perform well in this placement.

**SPECS**

Four advertisers per quarter with equal rotation. Size: 728x90 (desktop/tablet); 320x50 (mobile). Option of 300x250 for Q1

**AD RATES PER PLACEMENT**

Quarterly	\$500
Annual	\$1,500



**OPTION 3:**

# EXPLORE PLACEMENT

**CATEGORY SPONSOR PLACEMENT**

Advertisers can sponsor recommended content for each "vibe."

**IN-LINE PLACEMENT**

Advertisers can purchase the lead tile in their preferred vibe category.

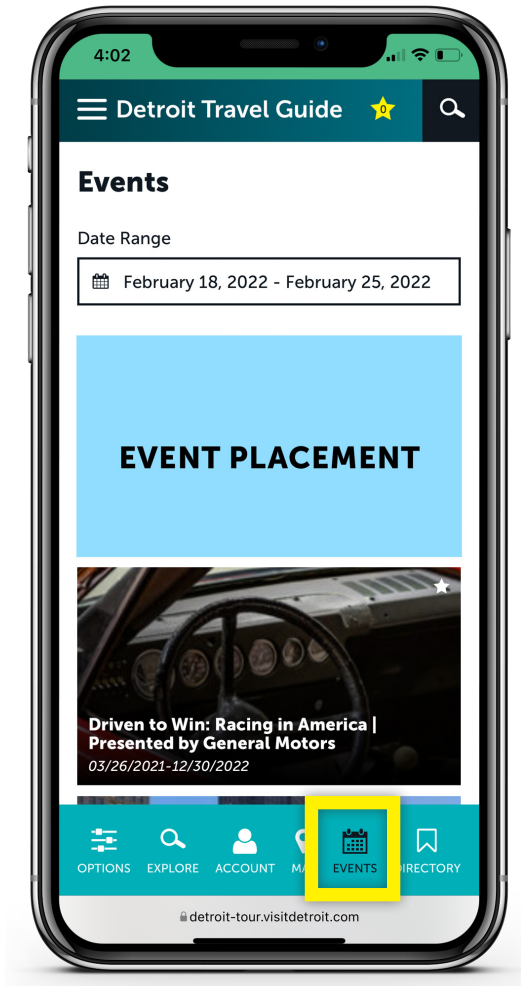
**SPECS**

Three advertisers per month with equal rotation. Category Sponsor: 728x90 (desktop/tablet); 320x50 (mobile). In-Line Ad: 164x199

**AD RATES PER PLACEMENT**

Monthly	\$200
Quarterly	\$350
Annual	\$1,050





OPTION 4:

## EVENTS PLACEMENT

**IN-LINE PLACEMENT**

Advertisers can purchase the lead tile in their preferred vibe category.

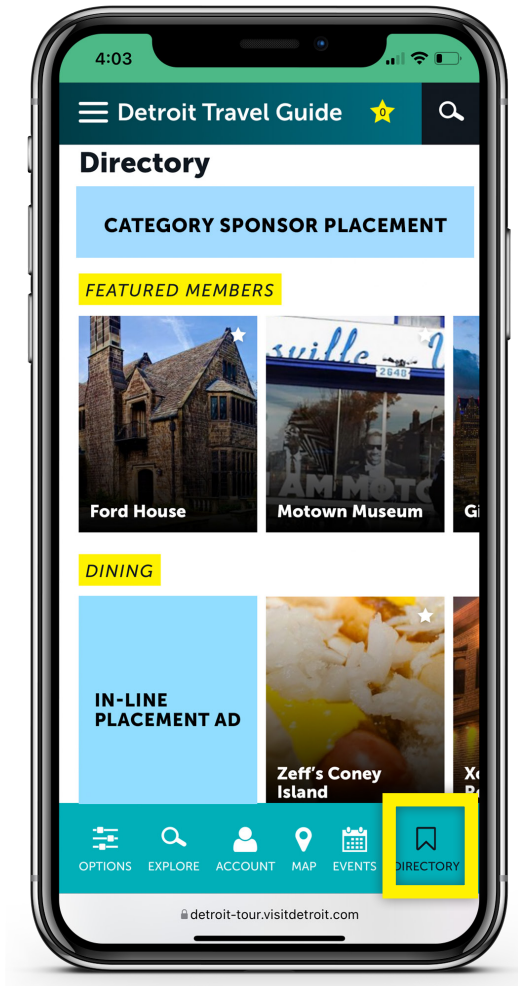
**SPECS**

Ten advertisers per quarter with equal rotation. Size specs: 252x199

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**AD RATES PER PLACEMENT**

Quarterly \$250  
Annual \$750



**OPTION 5:**

# DIRECTORY PLACEMENT

## CATEGORY SPONSOR PLACEMENT

Advertisers can sponsor recommended content for each "vibe."

## IN-LINE PLACEMENT

Advertisers can purchase the lead tile in their preferred vibe category.

## SPECS

Three advertisers per month with equal rotation. Category Sponsor: 728x90 (desktop/tablet); 320x50 (mobile). In-Line Ad: 164x199

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## AD RATES PER PLACEMENT

Monthly \$150

Quarterly \$250

## **ADVERTISING SUMMARY**

### **AD COSTS PER PLACEMENT**

<b>PAGE PLACEMENTS</b>	<b>MONTHLY COST</b>	<b>QUARTERLY COST</b>	<b>ANNUAL COST</b>
HOME	N/A	\$600	\$1,800
CUSTOMIZE	N/A	\$500	\$1,500
EXPLORE	\$200	\$350	\$1,050
EVENTS	N/A	\$250	\$750
DIRECTORY	\$150	\$250	\$750

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