



DETROIT SKYLINE

ADVERTISING MEDIA KIT

visit**detroit**

DETROIT: A CULTURE LIKE NO OTHER.

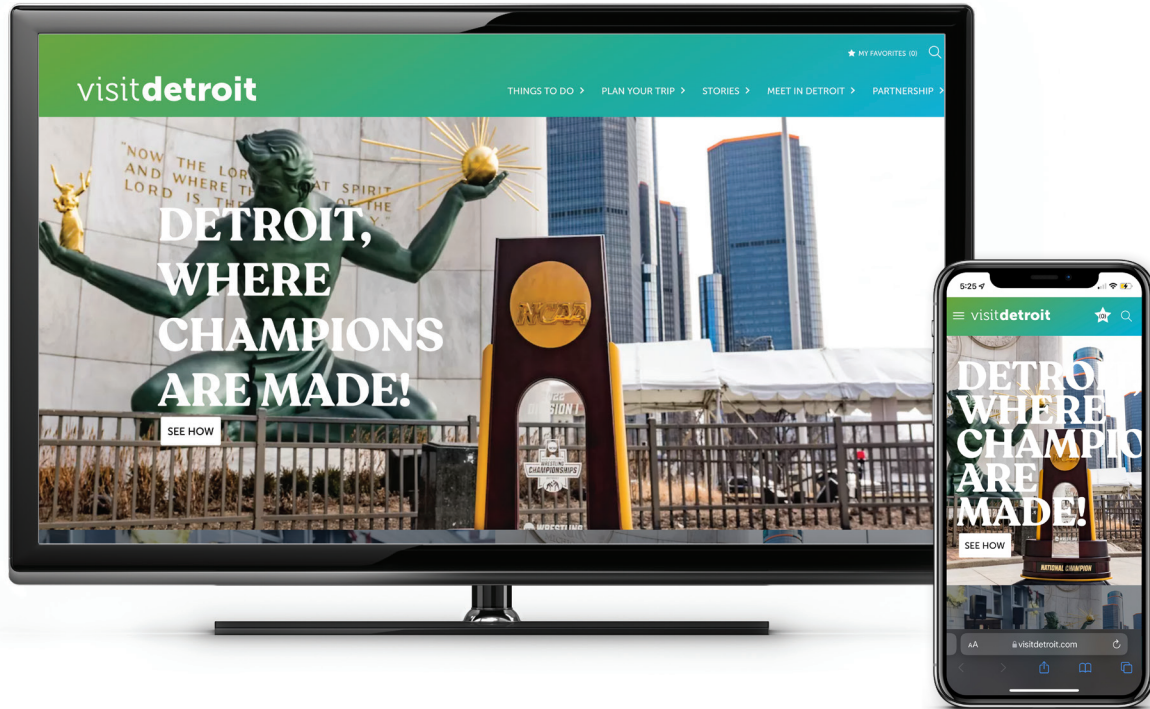
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VISITDETROIT.COM

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.

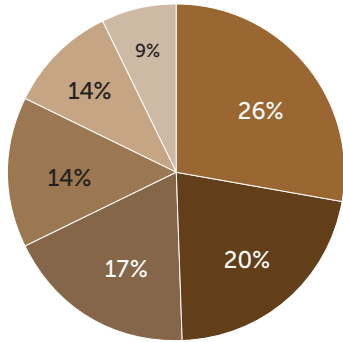


FOR MORE INFORMATION, CONTACT AD SALES: Ron Noyd, Ad Sales Representative: 248-643-7240; Ad Sales Voice Mail: 313-202-1900; adsales@visitdetroit.com.

SEND ALL CONTRACTS, DIGITAL FILES AND PROOFS TO: adsales@visitdetroit.com

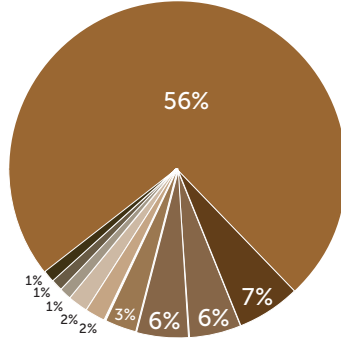
Visit Detroit, 211 W. Fort St., Ste. 1000, Detroit, MI 48226 visitdetroit.com/advertise/visit-detroit-advertising

VISITDETROIT.COM AUDIENCE



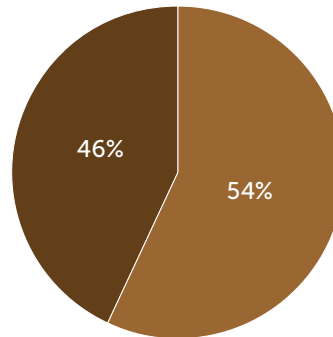
AGE GROUPS

- 26%: 25-34
- 20%: 35-44
- 17%: 45-54
- 14%: 55-64
- 14%: 18-24
- 9%: 65+



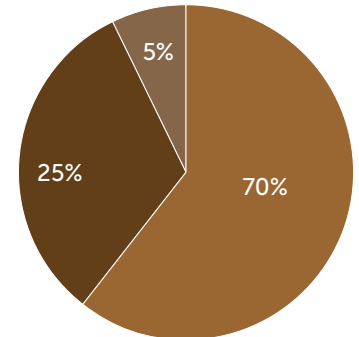
GEOGRAPHY

- 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

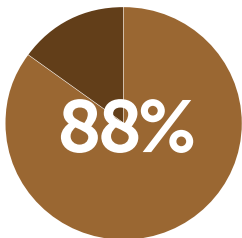
Annual unique website visitors

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

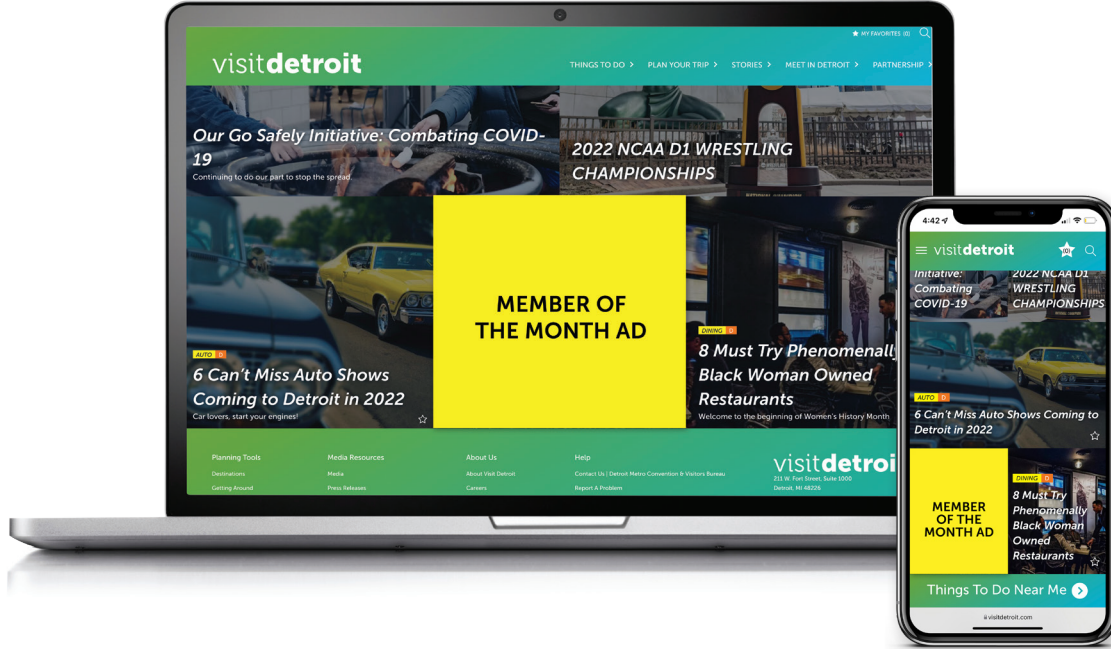


Friends and Family of Metro Detroiters

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OPTION 1:

MEMBER SPOTLIGHT

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)
- + 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

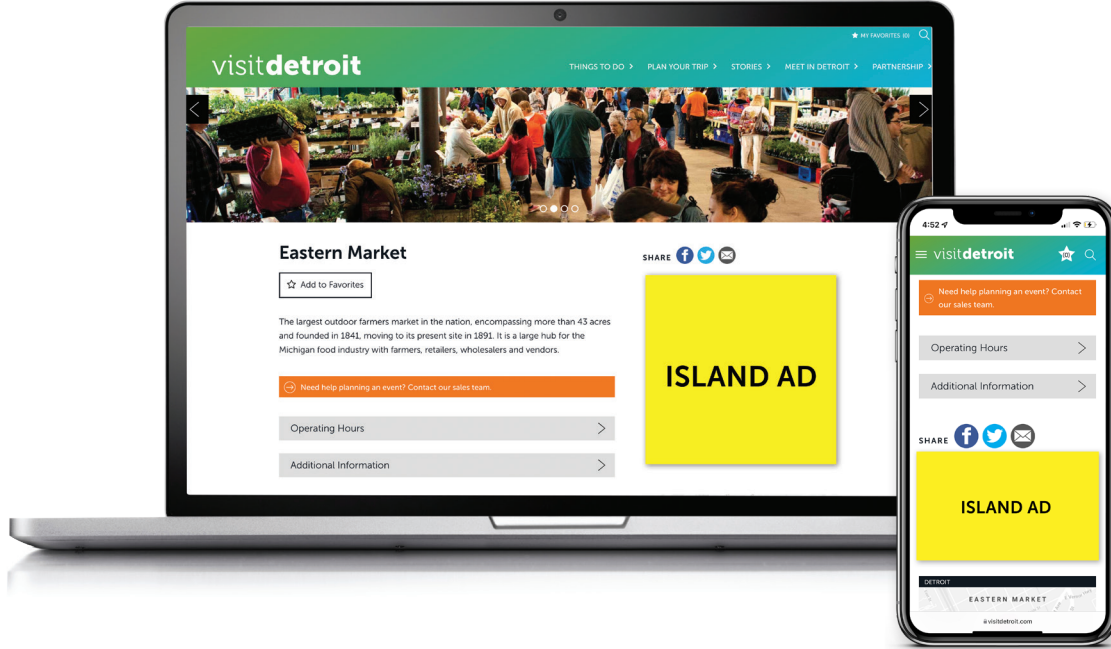
AD RATE

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

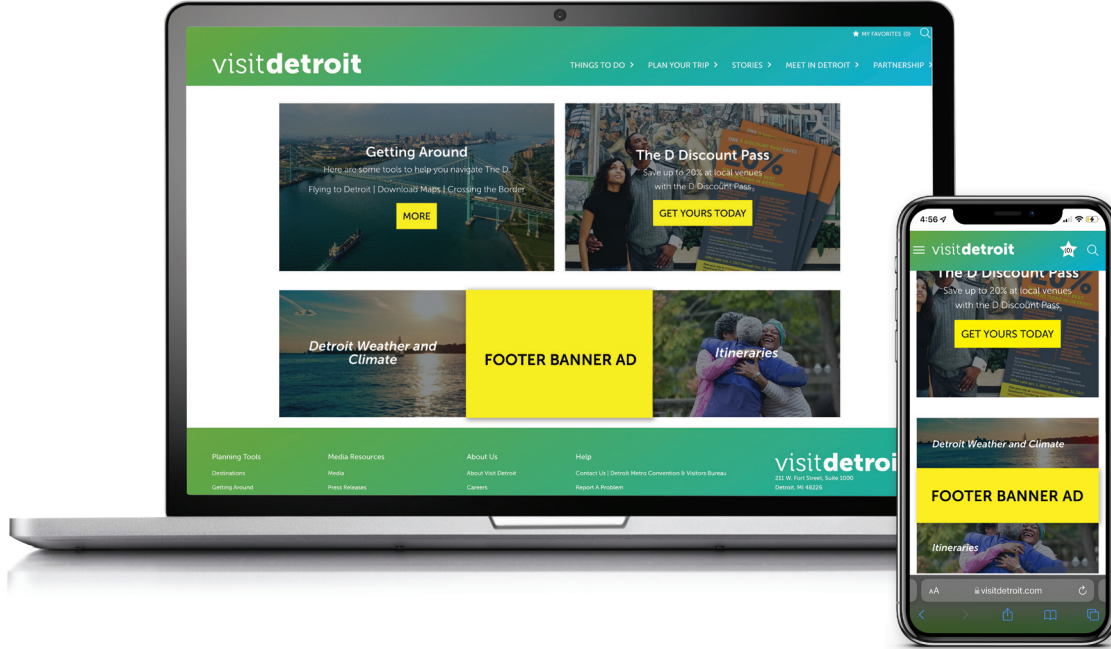
- 3 Months** \$1,000 (non-member \$1,250)
- 6 Months** \$1,800 (non-member \$2,250)
- 9 Months** \$2,500 (non-member \$3,125)
- 12 Months** \$3,000 (non-member \$3,750)

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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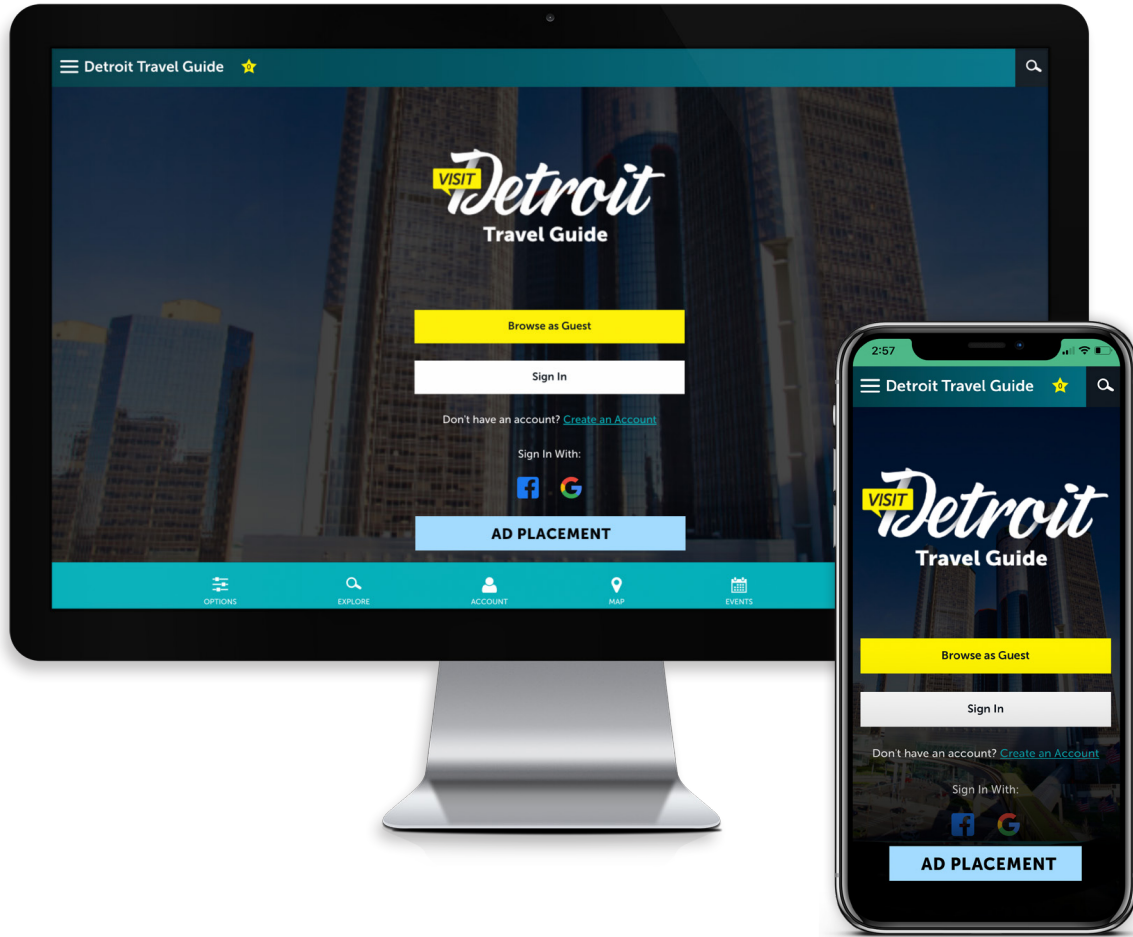
VISIT DETROIT TRAVEL GUIDE

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

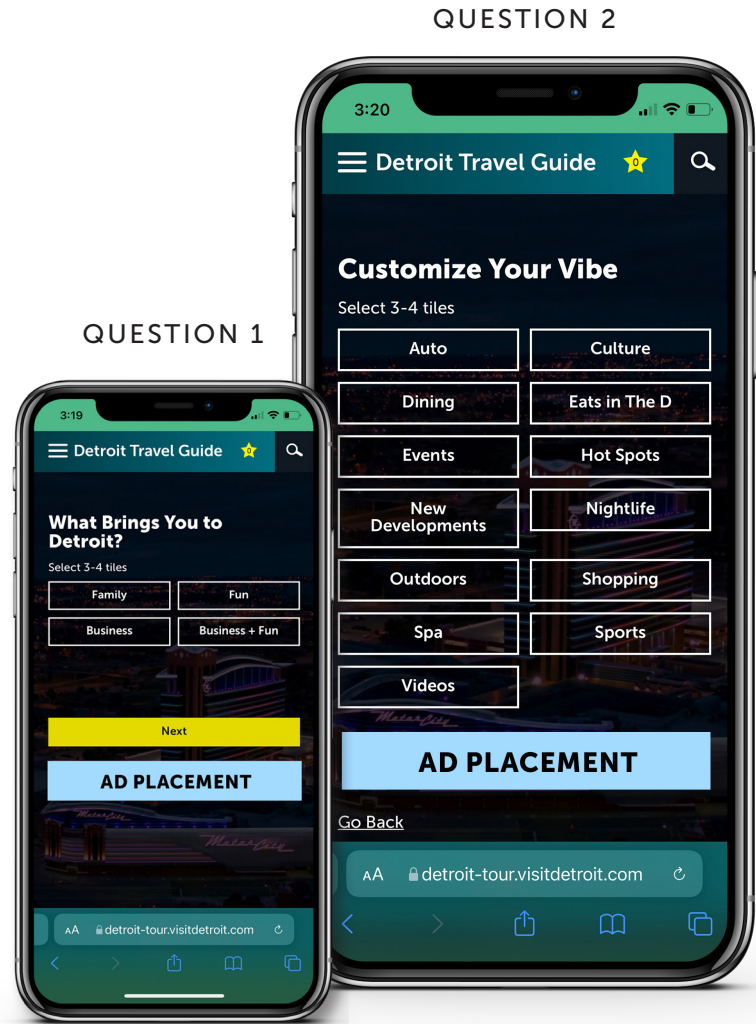
The landing page for all Detroit Travel Guide users. This is the prime placement for advertisers who want to get the most attention for their promotion or event.

SPECS

Size: 728x90 (desktop/tablet);
320x50 (mobile)

AD RATES PER PLACEMENT

Quarterly \$600
Annual \$1,800



OPTION 2:

CUSTOMIZE PLACEMENT

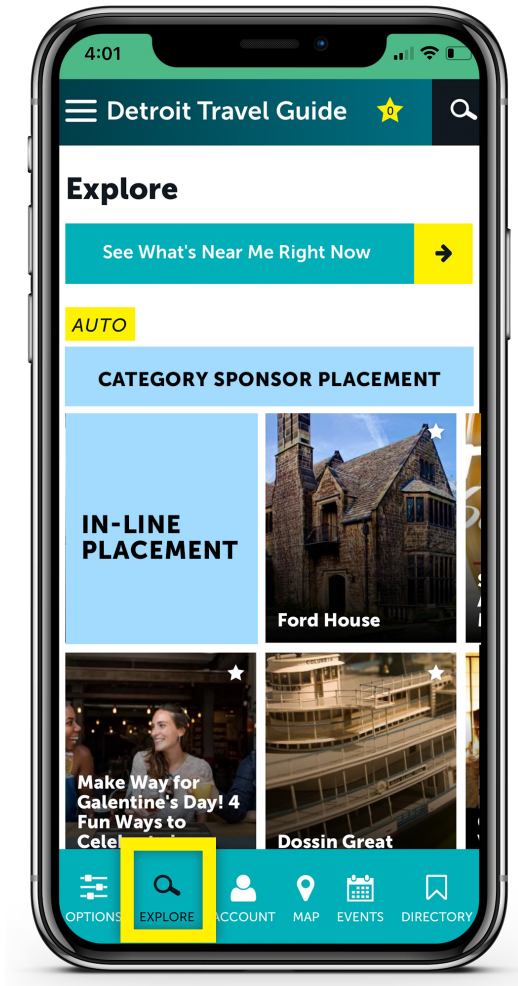
Users can curate their recommendations by asking two questions about their trip to Detroit. Restaurant and entertainment options will perform well in this placement.

SPECS

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

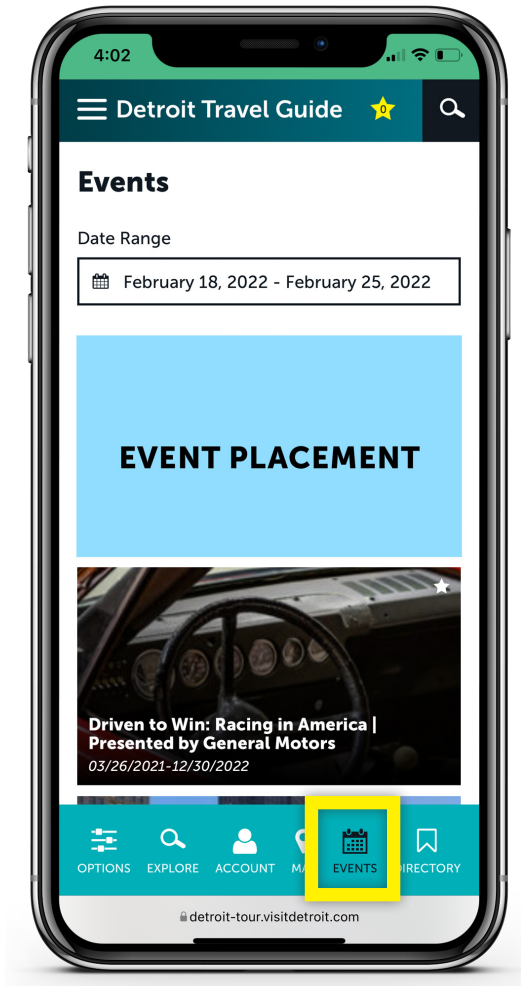
Advertisers can purchase the lead tile in their preferred vibe category.

SPECS

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

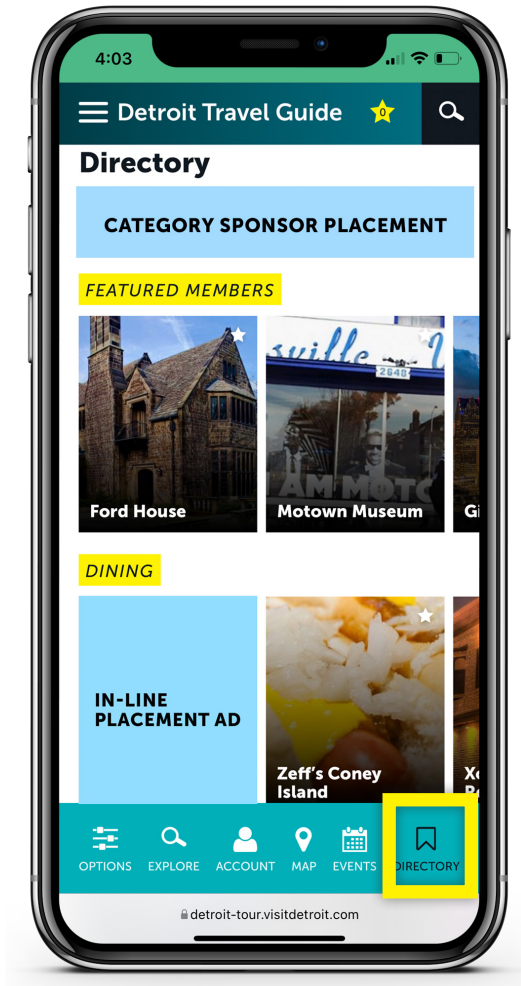
Advertisers can purchase the lead tile in their preferred vibe category.

SPECS

Size specs: 252x199

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

Category Sponsor: 728x90 (desktop/tablet); 320x50 (mobile). In-Line Ad: 164x199

AD RATES PER PLACEMENT

Monthly \$150

Quarterly \$250

ADVERTISING SUMMARY

AD COSTS PER PLACEMENT

PAGE PLACEMENTS	MONTHLY COST	QUARTERLY COST	ANNUAL COST
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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