2020
GREATER LANSING
VISITOR GUIDE
ADVERTISING RATES

AD SPACE	AD PRICE	EARLY BIRD
FULL PAGE	$4,150	$3,650
½ PAGE	$2,900	$2,550
¼ PAGE	$2,050	$1,800
⅙ PAGE	$1,250	$1,110
OUTSIDE BACK COVER	$6,350	$5,556
PREMIUM PLACEMENT*	$4,900	$4,288

Only 3 premium placements available.

Hurry! *Pre-Pay discounts good through August 2, 2019. Reserve your space NOW!*

TOURISM COUNTS IN GREATER LANSING!

Each year the Greater Lansing region welcomes ***4.8 million visitors!***

Visitor spending generates over ***$602 million dollars*** in economic impact each year!

Tourism in Greater Lansing helps create over ***11,000 local jobs!***

TOURISM COUNTS FOR YOU!

How do you reach that audience and get your share of those dollars? Place an ad in the 2020 Greater Lansing Visitors Guide!

AUG. 2 2019 — **EARLY BIRD RESERVATION DEADLINE**

SEPT. 6 2019 — **RESERVATION DEADLINE**

SEPT. 20 2019 — **FINAL MATERIAL & PAYMENT DUE**

JAN. 2020 — **PUBLISH DATE**

TO PLACE YOUR AD,
contact Melissa Nay, Membership Manager at:

✉ **mnay@lansing.org**

📞 **(517) 377–1410**

100,000 VISITORS GUIDES WILL BE DISTRIBUTED IN 2020 TO:

- Lansing area *hotels, motels and bed & breakfasts*
- *Visitors* who request information
- *14 Michigan Welcome Centers* across the state
- *GLCVB's Visitor Centers* on Michigan Ave. in downtown Lansing and on Grand River Ave. in downtown East Lansing
- *Colleges and universities, real estate offices, apartment complexes* and in area relocation packets
- *Meeting and convention groups*
- Information Stations throughout the community including: *Capital Region International Airport, East Lansing Marriott, the Lansing Center, the Lansing and Meridian Malls, Old Town, paper boxes on Washington Square, and Union Station in Chicago*
- *Tour operators and travel agents*
- Information booths at *conventions/exhibits*
- *Travel writers and regional media*
- *Trade shows*

AD SPECIFICATIONS

Ad Size	Live Area (W x H)	Trim Size* (W x H)	Bleed Area (W x H)
Full Page	7.375" x 9.875"	8.375" x 10.875"	.25" all around
Half Page	7.5" x 4.8"	7.5" x 4.8"	N/A
Quarter Page	3.59" x 4.8"	3.59" x 4.8"	N/A
Sixth Page	3.59" x 2.4"	3.59" x 2.4"	N/A

Please note that when designing your ad, your document size should be the same as the specified TRIM size.

FULL PAGE (with bleeds) **HALF PAGE**

QUARTER PAGE **SIXTH PAGE**
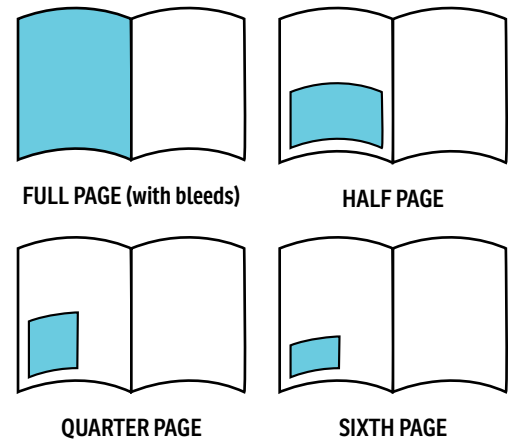
PRODUCTION & DESIGN REQUIREMENTS

FILE FORMAT:

PDF **JPEG** **PNG**

All files must be saved as a high-resolution *(300 dpi)* and be sent as 100% size. *Ads created in Microsoft Word or Wordperfect are NOT acceptable, even if converted to PDF.*

COLOR MODE:

CMYK

File color mode must be set in CMYK. All spot colors and RGB colors should be converted to CMYK. *Use Black for text, not Automatic or Registration.* Ads that require modification to conform to these specifications will be subject to an additional charge.

IMAGE QUALITY

300 DPI

Full color photos should be a minimum of 300 dpi, placed at 100% size and saved as CMYK. *Images from the web are NOT acceptable for print.*

PRODUCTION CHARGES:

Advertisements may be subject to an additional charge if the artwork is not provided digitally in the file format/programs specified above or if it is determined that your ad requires modification. *If you need assistance designing an ad, contact Melissa Nay for a list of graphic designers.*

FILE CHECKLIST

Double check this handy list to make sure your ad meets all requirements below before submitting.

- ☐ File color mode set in *CMYK*—not RGB.
- ☐ All Spot and RGB colors converted to *CMYK.*
- ☐ Use *Black for text*—not Automatic or Registration.
- ☐ Images at least *300 dpi, CMYK*—not RGB.
- ☐ Send file as *100% size.*
- ☐ Send file as *Press Ready PDF, PNG* or *JPEG.*

SUBMIT YOUR AD BY SEPTEMBER 20, 2019

Send Ad to Melissa Nay, Membership Manager at:

✉ **mnay@lansing.org**

GREATER lansing MICHIGAN
CONVENTION & VISITORS BUREAU

LANSING.org
#LOVELANSING