

TRAVERSE *city* TOURISM

2024 OFFICIAL VISITORS GUIDE



MEDIA KIT

Tourism in Traverse City is **BIG BUSINESS!**

\$913 MILLION

LODGING
\$376M
41%

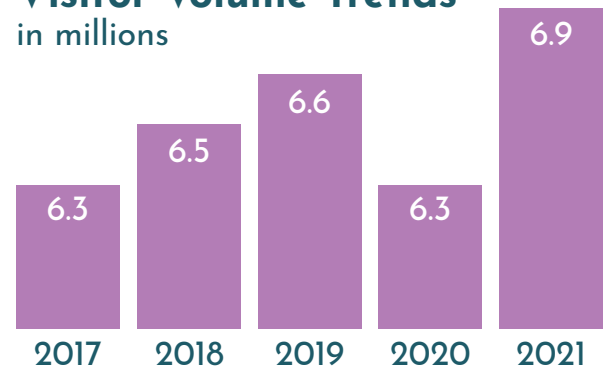
FOOD & BEVERAGE
\$178M
20%

TRANSPORTATION
\$141M
15%

**RECREATION +
ENTERTAINMENT**
\$114M
12%

RETAIL
\$105M
11%

Visitor Volume Trends
in millions



The Official Visitor Guide is one of our key tools drawing visitors to the Traverse City area and helping them plan and enjoy their visits.



* Data from 2021 Traverse City Tourism Report

The Power of VISITOR GUIDES

The 2024 Traverse City Official Visitor's Guide will act as a comprehensive resource for reaching both locals and visitors, as well as increasing spending within the community.

RESEARCH OF ALMOST 6,000 AMERICANS* BETWEEN 2020 AND 2021 SHOWS THAT VISITOR GUIDES HELPED:

85%

of undecided tourists make a decision to visit the destination



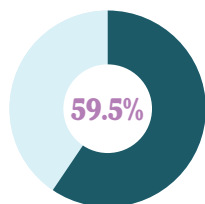
75%

of that subset ranked the visitor guide as an important resource in making the decision to visit

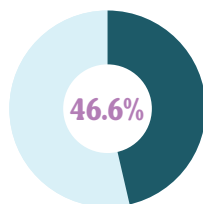
*Destination Analysts: "The Impact of DMO Visitor Guides", 2020-2021 DMO Visitor Guide Readership & Conversion Study



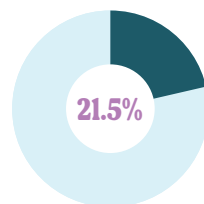
USING VISITOR GUIDES:



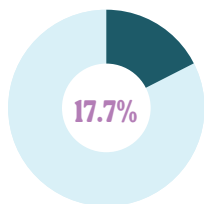
selected attractions & activities



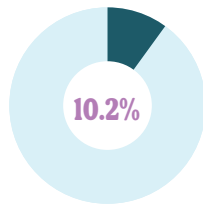
made dining decisions



chose where to shop



chose overnight accommodations



selected a tour or guided tour company



TOTAL CIRCULATION: 615,000+

YEAR-ROUND TARGETED DISTRIBUTION

- » 220,000 physical copies distributed annually
- » 395,000+ online views in 2022
- » Over 615,000+ views of the Visitor Guide through both print and digital channels in 2022
- » Print guides polybagged and shipped out with both Hour Magazine Detroit and Chicago Daily Herald

DIGITAL DISTRIBUTION

- » Digital flipbook available on iPad, tablets, and mobile devices, as well as online viewing at traversecity.com

2022 WEBSITE TRAFFIC

- » 2,627,000 sessions
- » 5,710,473 page views

ADDITIONAL DISTRIBUTION

- » 85 Regional Lodging Partners
- » Cherry Capital Airport
- » Wayne County Airport
- » 141 Metro Detroit Hotels and Attractions
- » 85 Sandusky Ohio Hotels and Attractions
- » 47 NE Ohio Attractions
- » Travel and Adventure Trade Shows
- » Golf & Wedding Trade Shows
- » Michigan, Ohio & Western Pennsylvania AAA's
- » Groups, meeting planners & bus tours
- » State of Michigan and Regional Visitor Centers



Great Storytelling & EYE-CATCHING VISUALS



REACH YOUR TARGET AUDIENCE WITH NATIVE ADS

Available in full-page, half-page, and quarter-page ads, native ads combine your imagery with inspirational copy about your destination, attraction, or lodging. You will provide the images and copy, and our team will edit and lay out the native ad to ensure that it looks fantastic.



***TWO-THIRDS* OF VISITOR GUIDE READERS REPORT THE GUIDE HELPED THEM DECIDE WHICH ACTIVITIES & ATTRACTIONS TO VISIT.**



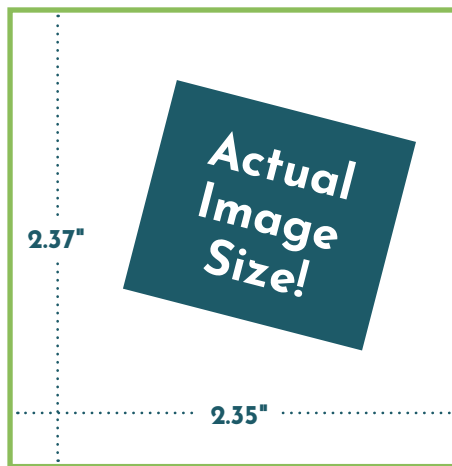
PURCHASE A FULL PAGE, ½ PAGE, ¼ PAGE OR CO-OP AD AND RECEIVE A COMPLIMENTARY PHOTO LISTING IN THE GUIDE

According to a study conducted by Outbrain, native ads have a more significant effect on a reader's behavior. Native ads match the look, feel and function of our Visitor Guide. This design encourages readers to engage with the content while planning their vacation.

CO-OP ADS

REACH THE VISITOR MARKET
AND GET YOUR MESSAGE IN
FRONT OF OVER

615,000+
POTENTIAL
CUSTOMERS



\$850

INCLUDES:

- » 1 IMAGE
- » 50 WORD DESCRIPTION
- » FREE BASIC LISTING

BENZIE COUNTY

BENZIE COUNTY



LEELANAU COUNTY

LEELANAU COUNTY



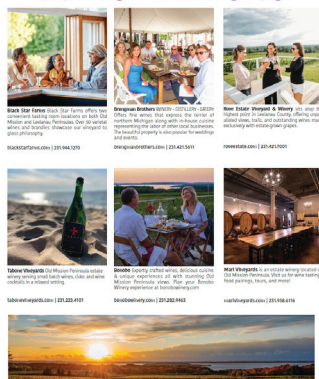
DTCA

DOWNTOWN TRAVERSE CITY



TRAVERSE WINE COAST

Traverse Wine Coast



BREWERIES & DISTILLERIES

RAISING A TOAST to beer & spirits.



THE VILLAGE AT GRAND TRAVERSE COMMONS



CONTACT

Kathy Bussell, Membership Manager · KathyB@traversecity.com · 231.313.0253
Traverse City Tourism · 101 W. Grandview Parkway · Traverse City, MI 49684

PROGRAM RATES & DEADLINES

IMPORTANT DATES



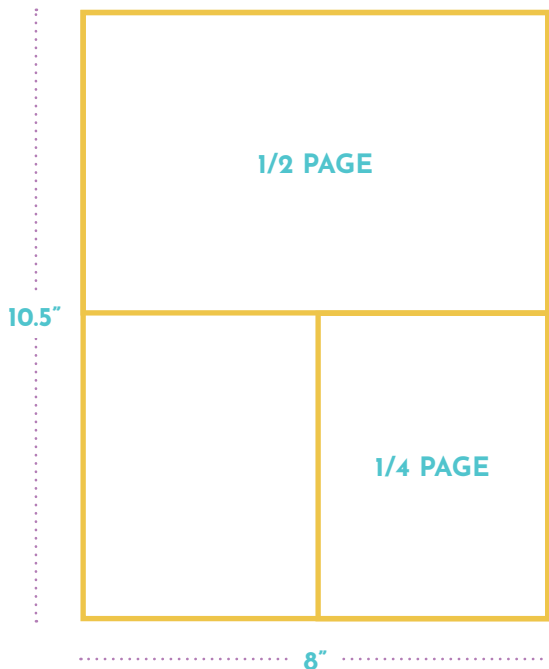
AD CLOSE
SEPTEMBER 15, 2023



MATERIALS DUE
SEPTEMBER 22, 2023



DELIVERY
FEBRUARY 2024



- Image resolution: 300 dpi
- JPG, TIFF, and PDF formats accepted
- Please provide 3-5 extra images for possible use with each ad submission.

Ad Rates + Specs

STANDARD POSITION

FULL PAGE **\$10,500**

Up to 100 words
3-4 images + Free Photo Listing

1/2 PAGE **\$5,900**

Up to 80 words
1-2 images + Free Photo Listing

1/4 PAGE **\$3,150**

Up to 50 words
1 image + Free Photo Listing

PREMIUM POSITION

BACK COVER **\$15,000**

Up to 100 words
3-4 images + Free Photo Listing

INSIDE FRONT COVER **\$13,750**

Up to 100 words
3-4 images + Free Photo Listing

CO-OP LISTING **\$850**

Up to 50 words
1 image + Free Photo Listing

LISTINGS

**ACCOMMODATIONS
PHOTO LISTING** **\$925**

Up to 100 words
1 image

PHOTO LISTING **\$700**

Up to 50 words
1 image

BASIC LISTING **\$450**

Up to 50 words
No image

CONTACT

Material Specs
& Submissions:

Alison Mairena
Account Director
amairena@maddenmedia.com

Ad Sales
& Inquiries:

Kathy Bussell
Membership Manager
KathyB@traversecity.com

2023 Advertising Contract



Business Info [Used for your website listing and general public]

Business Name: _____ Phone: _____

Business Email: _____ Website: _____

Physical Address: _____
STREET ADDRESS CITY, STATE ZIP

Contact Info [Person who will receive marketing materials, invoices, emails, etc]

Primary Contact: _____ Title: _____

Please list one primary contact who will receive all correspondence. Additional contacts may be added.

Primary Contact Email: _____ Phone: _____

Billing Info

Billing Contact: _____ Title: _____

Billing Contact Email: _____ Phone: _____

Billing Address: _____
STREET ADDRESS CITY, STATE ZIP

Ad Options: [Select all that apply]

VISITOR GUIDE DISPLAY - STANDARD

_____ **\$10,500 Full Page**
3-4 IMAGES + UP TO 100 WORDS + FREE LISTING

_____ **\$5,900 1/2 Page**
1-2 IMAGES + UP TO 80 WORDS + FREE LISTING

_____ **\$3,150 1/4 Page**
1 IMAGE + UP TO 50 WORDS + FREE LISTING

LISTINGS

_____ **\$925 Accomodation Photo Listing**
PHOTO + UP TO 100 WORDS

_____ **\$700 Photo Listing**
PHOTO + UP TO 50 WORDS

_____ **\$450 Basic Listing**
UP TO 50 WORDS

VISITOR GUIDE DISPLAY - PREMIUM

_____ **\$15,000 Back Cover**
3-4 IMAGES + UP TO 100 WORDS + FREE LISTING

_____ **\$13,750 Inside Front Cover**
3-4 IMAGES + UP TO 100 WORDS + FREE LISTING

_____ **\$850 Co-Op Ad**
PHOTO + UP TO 50 WORDS + FREE LISTING

PAYMENT TERMS

- To pay by credit card, please call our accounting department at (231) 995-3924
- Advertising contracts will be invoiced at time of signing
- All contracts are subject to the terms and conditions shown on the reverse side
- Publisher reserves the right to reject the advertisement

TOTAL DUE: _____

CHECKS PAYABLE TO:
Traverse City Tourism
PO Box 88454
Carol Stream, IL 60188-8454

Print Name: _____

Authorized Signature: _____ Date: _____



TERMS OF ADVERTISING AGREEMENT

1. Advertiser agrees to all rates and conditions under which the ad is purchased. Rates and conditions are subject to change without notice.
2. This contract may only be altered or amended if such changes are executed in writing by both parties.
3. Traverse City Tourism is not liable for delays affecting delivery, production, and/or non-delivery in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes, whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the publisher affecting production or delivery in any manner.
4. Two or more advertisers are not permitted to use space under the same contract.
5. All advertisements are accepted and published by Traverse City Tourism on the representation that the advertiser and/or advertising agency are properly authorized to publish the entire contents and subject matter thereof.
6. When advertisements containing the names, pictures and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof shall be deemed to be a representation by the advertiser and/or advertising agency that they have obtained the written consent for the use in the advertisement of the name, picture and/or testimonial of any living person which is contained therein. It is understood that the advertiser and/or the agency will indemnify and hold Traverse City Tourism harmless from and against any loss, expense or other liability resulting from any claims or suits for libel, violation of rights of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publications of such advertisement.
7. All copy, text, and illustrations are subject to approval by Traverse City Tourism prior to printing; and the right is reserved to reject or exclude advertising which in the publisher's opinion is unethical, illegal, misleading, extravagant, challenging, questionable in character, in bad taste, detrimental to public health or interest, or otherwise inappropriate, or that does not meet with the approval of the Federal Trade Commission; whether or not the same has already been accepted and/or published. In the event of such cancellation or rejection by the publisher, the advertising already run shall be paid for or billed at the rate provided for in the order.
8. Traverse City Tourism has the sole discretion to reject any advertising which is deemed substandard or to require any modifications necessary to maintain quality standards. Advertisements which are not camera ready for publication will also be rejected.
9. The advertisers shall be solely responsible for making the necessary corrections and modifications to the material and to have it prepared in a timely manner and acceptable for publication. Delays occasioned by this process which result in advertisers being unable to meet publication deadlines shall not relieve advertisers from liability for the payment of the advertising ordered at the contract rate.
10. When change of copy is not received by the closing date, copy run in previous issue will be inserted.
11. Traverse City Tourism's liability for any error will not exceed the cost of the space occupied by the error.
12. Traverse City Tourism assumes no liability if for any reason it becomes necessary to omit an advertisement.
13. Traverse City Tourism reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.
14. No cancellations will be accepted after payment has been made or after the published closing date, whichever occurs first, and advertisers shall remain responsible for the full cost of the advertising originally ordered.
15. Traverse City Tourism reserves the right to reject any advertisements which promote a business or product that competes with the Traverse City Tourism or any of its members.
16. Advertiser shall pay any and all expenses, including reasonable attorney fees and legal expenses, paid or incurred by Traverse City Tourism in enforcing its rights under this contract.
17. Advertising contracts will be invoiced at the time of signing, and are due in full within 30-days of invoice date. If an invoice is not paid by the stated deadline, Traverse City Tourism reserves the right to omit the advertisement and related benefits.
18. The parties hereto agree that any suit, action or proceeding seeking to enforce any provision of, or based on any matter arising out of or in connection with, this Agreement or the transactions contemplated hereby shall be brought in the courts of Grand Traverse County, MI.