

TRAVERSITY

WINTER GUIDE MEDIA KIT





TRAVERSEcity

VISITOR GUIDE

Full-color magazines with a combined circulation of **200,000**, plus unlimited digital distribution on **TraverseCity.com**. **NEW this year: 2 issues - Winter & Spring/Summer/Fall.**



For over **27 years**, the guide has provided visitors with entertaining and informative articles about the many things to see and do in the Traverse City area, illustrated with eye-catching and beautiful color photographs.

Visitors rely on Traverse City for **the inside scoop** on the best places to **stay, dine, and shop...** the most exciting **activities and attractions...** and the “little extras” that make this such a unique and memorable destination.

WHO READS TRAVERSE CITY?

- hotel guests
- visitor information callers
- website information requesters
- convention attendees
- business travelers
- family reunion attendees
- local residents

RANKED #1

Traverse City - Official Visitor Guide ranked No. 1 as the most useful tool in planning and preparing for a visit.*

* Results from Avenue ISR study of more than 1,700 past and prospective visitors to Traverse City.

ADDED BENEFITS

With your paid display advertisement, receive a **FREE** listing on **TraverseCity.com!**

DISTRIBUTION

This official visitor guide is prominently displayed at more than 5,000 Traverse City area hotel rooms, Michigan Welcome Centers, travel agencies, tourist information brochure racks and area conventions.

Main marketing piece of Traverse City Tourism sent in response to web, mail and phone inquiries.

Sold at local and regional newsstands.

Distributed throughout the Midwest at vacation, womens, golf and other consumer expos.

PRINT DETAILS

- Winter Guide: 84 pages, **50,000** Copies,
- Spring/Summer/Fall Guide: 108 pages, **150,000** copies
- Special pricing on advertising in both guides
- *New* native content look for advertising to increase engagement
- **3-sizes** available: Full, Half, Quarter
- All listings are sold for both publications unless season specific
- All ads include free website enhanced listing

PUBLISHED:
WINTER:
OCTOBER
SPRING/SUMMER/FALL
MARCH

RATES

	Winter Only	Spring/ Fall/ Summer Only	Both
Full	\$ 3625	\$ 5250	\$ 7543
Half	\$ 1885	\$ 2730	\$ 3923
Quarter	\$ 1087	\$ 1365	\$ 1962

Accommodations Photo Listing (photo plus up to 100 words)	\$ 750
All other Photo Listings (photo plus up to 50 words)	\$ 500
Basic Listing (up to 50 words)	\$ 350

AD SPECS

FULL PAGE INCLUDES:

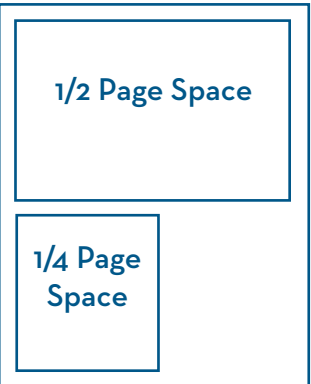
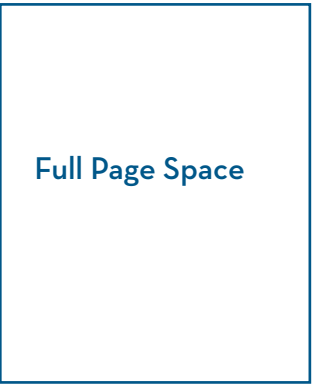
Header
Up to 100 words of copy
3-4 images- Please submit 10 images for possible use

1/2 PAGE INCLUDES:

Header
Up to 80 words of copy
1-2 images - Please submit 5 images for possible use.

1/4 PAGE INCLUDES:

Up to 50 words of copy
1 image
Please submit 5 images for possible use.



- Image resolution: 300 dpi
- Formats accepted: jpg, tiff, and pdf

CONTACT

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Traverse City Tourism • 101 W. Grandview Parkway • Traverse City, MI 49684



SAMPLE
ADVERTISING LAYOUTS

FULL PAGE

Go Big
or go home

SHANTY CREEK RESORTS

Shanty Creek is an alpine playground for the winter sports enthusiast with 53 runs across two mountains and terrain to suit all skills from beginner to expert. Five terrain parks, a five-lane alpine tubing park, Nordic trails for classic and skate skiing, snowshoeing, fat tire biking, children's programs, group clinics, and private lessons are available.

For family-friendly winter fun, Shanty Creek Resort's Alpine Tubing Park on Summit Mountain features six lanes for a speedy ride downhill, and a magic carpet ride back uphill. Sessions begin at the top of each hour with limited tickets per session. Tickets may be purchased in advance at ShantyCreek.com.

shantycreek.com | 231.533.3000



HALF PAGE



**More than just
a restaurant,**
it's an experience.

RED GINGER

Welcome to Red Ginger – an Asian dining experience located in the heart of Downtown Traverse City next to the historic State Theatre.

Red Ginger's menu celebrates all of the excitement, allure and interest that makes Asian cuisine deliciously satisfying while sourcing the highest of quality ingredients available, and embracing local and seasonal product.

eatatginger.com | 231.944.1733



QUARTER

**PARK PLACE HOTEL &
CONFERENCE CENTER**

Experience a remarkable venue with superlative service in an unequaled Traverse City location. Rich in history, this elegant hotel is steps from downtown shops, restaurants, nightlife and beaches - and minutes from the area's golf, wineries and other attractions.

park-place-hotel.com | 800.748.0133

COURTYARD BY MARRIOTT

In our premier location just south of Downtown Traverse City and across from the Grand Traverse Mall, the award-winning Courtyard by Marriott is waiting to welcome you. The Courtyard by Marriott surrounds travelers with the conveniences that make travel easy.

marriott.com/tvccy | 231.929.1800 | 800.321.2211



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