

# TRAVERSE *city* TOURISM

2025 OFFICIAL VISITORS GUIDE



**MEDIA KIT + HOSPITALITY PARTNERSHIP**

# The Power of VISITOR GUIDES

The *2025 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

## UNLOCK EXCLUSIVE BENEFITS: HOSPITALITY PARTNERSHIP INCLUDED WITH YOUR VISITOR GUIDE AD PURCHASE

When you purchase an advertisement in the *Traverse City Tourism Visitor Guide*, you're not just buying ad space; you're also becoming a valued member of the *Traverse City Tourism Hospitality Partnership program*. Here are a few benefits:

### Stay Informed and Connected:

- **Monthly Newsletter** with the latest news, events, and opportunities.
- **Hospitality Events** for you and your team to network and engage with the community.
- **Business Story Sharing** to celebrate and promote your successes.

### Get Linked:

- **Enhanced Listing** on TraverseCity.com, which receives over 7 million views annually.
- **Higher List Ranking & Weblink** to stand out among local businesses.
- **Extranet Access** to update your information, add events, and manage your presence.

### Reach Your Target Audiences:

- **Brochure Space** in the bustling Traverse City Tourism Visitor Center.
- **Interactive Kiosks** in Traverse City and Frankfort to help visitors discover your business.
- **Referrals** from our visitor information team to direct potential customers to you.

# TOTAL CIRCULATION: 229,000+



## Visitor Guides

2023 Stats

# 220,000

GUIDES PRINTED

### YEAR-ROUND TARGETED DISTRIBUTION

- » Over 229,000+ views of the Visitor Guide through both print and digital channels in 2023
- » Print guides polybagged

### DIGITAL DISTRIBUTION

- » Digital flipbook available on iPad, tablets, and mobile devices, as well as online viewing at [traversecity.com](http://traversecity.com)

## WEBSITE STATISTICS

**TraverseCity.com** is highly-ranked, SEO-optimized destination website featuring business and activity listings, events, deals, blogs and regional information. It attracts millions of views per year from people all over the globe seeking information about our region.

Page Views **7,047,746**

Number of Users  
2,220,684

Annual Website Sessions  
2,627,039

**16% ↑**  
THAN INDUSTRY AVERAGE

Lodging Member Referrals  
315,834

All Other Referrals  
212,921



# 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.**



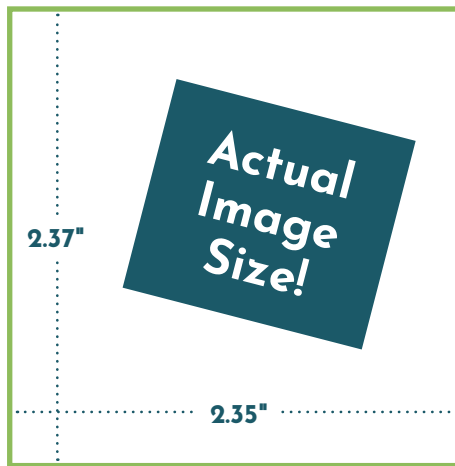
According to a study conducted by Outbrain, native ads have a more significant effect on a reader's behavior. Native ads match the look, feel and function of our Visitor Guide. This design encourages readers to engage with the content while planning their vacation.

# CO-OP ADS

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

615,000+  
POTENTIAL  
CUSTOMERS

NEW Co-Op Section! Antrim County



**\$850**  
**INCLUDES:**

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

## BENZIE COUNTY

**BENZIE COUNTY**

**Benzie County** is a beautiful area with a rich history and scenic views. From the historic lighthouse on the coast to the beautiful beaches and parks, there is something for everyone. Enjoy the outdoors and the friendly people of Benzie County.

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## LEELANAU COUNTY

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**Leelanau County** is a beautiful area with a rich history and scenic views. From the historic lighthouse on the coast to the beautiful beaches and parks, there is something for everyone. Enjoy the outdoors and the friendly people of Leelanau County.

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## DOWNTOWN TRAVERSE CITY

**DOWNTOWN TRAVERSE CITY**

**Downtown Traverse City** is a beautiful area with a rich history and scenic views. From the historic buildings and streets to the beautiful parks and gardens, there is something for everyone. Enjoy the outdoors and the friendly people of Downtown Traverse City.

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## TRAVERSE WINERIES

**WINERIES**

**Traverse Wineries** is a beautiful area with a rich history and scenic views. From the historic vineyards and wineries to the beautiful parks and gardens, there is something for everyone. Enjoy the outdoors and the friendly people of Traverse Wineries.

**Traverse Wineries** is a beautiful area with a rich history and scenic views. From the historic vineyards and wineries to the beautiful parks and gardens, there is something for everyone. Enjoy the outdoors and the friendly people of Traverse Wineries.

## BREWERIES & DISTILLERIES

**BREWERIES + DISTILLERIES + CIDERIES**

**Breweries & Distilleries** is a beautiful area with a rich history and scenic views. From the historic breweries and distilleries to the beautiful parks and gardens, there is something for everyone. Enjoy the outdoors and the friendly people of Breweries & Distilleries.

**Breweries & Distilleries** is a beautiful area with a rich history and scenic views. From the historic breweries and distilleries to the beautiful parks and gardens, there is something for everyone. Enjoy the outdoors and the friendly people of Breweries & Distilleries.

## THE VILLAGE AT GRAND TRAVERSE COMMONS

**VILLAGE AT GRAND TRAVERSE COMMONS**

**The Village at Grand Traverse Commons** is a beautiful area with a rich history and scenic views. From the historic buildings and streets to the beautiful parks and gardens, there is something for everyone. Enjoy the outdoors and the friendly people of The Village at Grand Traverse Commons.

**The Village at Grand Traverse Commons** is a beautiful area with a rich history and scenic views. From the historic buildings and streets to the beautiful parks and gardens, there is something for everyone. Enjoy the outdoors and the friendly people of The Village at Grand Traverse Commons.

## CONTACT

Kathy Bussell, Membership Manager · [KathyB@traversecity.com](mailto: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 6, 2024

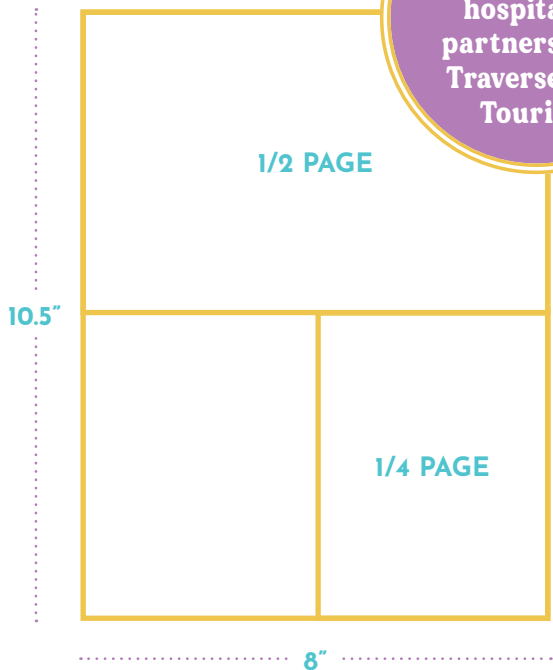


**MATERIALS DUE**  
SEPTEMBER 13, 2024



**DELIVERY**  
JANUARY 2025

All advertisers become hospitality partners with Traverse City Tourism



## Ad Rates + Specs

### STANDARD POSITION

<b>FULL PAGE</b> Up to 100 words 3-4 images	<b>\$10,500</b>
<b>1/2 PAGE</b> Up to 80 words 1-2 images	<b>\$5,900</b>
<b>1/4 PAGE</b> Up to 50 words 1 image	<b>\$3,150</b>

### PREMIUM POSITION

<b>BACK COVER</b> Up to 100 words 3-4 images	<b>\$15,000</b>
<b>INSIDE FRONT COVER</b> Up to 100 words 3-4 images	<b>\$13,750</b>
<b>CO-OP LISTING</b> Up to 50 words 1 image	<b>\$850</b>

### LISTINGS

<b>ACCOMMODATIONS PHOTO LISTING</b> Up to 100 words 1 image	<b>\$925</b>
<b>PHOTO LISTING</b> Up to 50 words 1 image	<b>\$700</b>
<b>BASIC LISTING</b> Up to 50 words No image	<b>\$450</b>

ALL STANDARD POSITION AND PREMIUM POSITION ADS RECEIVE A FREE PHOTO LISTING

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

## CONTACT

Material Specs & Submissions:  
**Kristin Fletcher**  
Account Specialist  
kfletcher@maddenmedia.com

Ad Sales & Inquiries:  
**Kathy Bussell**  
Membership Manager  
KathyB@traversecity.com

# 2025 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, 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] ALL STANDARD POSITION & PREMIUM POSITION ADS RECEIVE A FREE PHOTO LISTING

### VISITOR GUIDE DISPLAY - STANDARD

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

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

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

### VISITOR GUIDE DISPLAY - PREMIUM

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

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

\_\_\_\_\_ **\$850 Co-Op Ad**  
PHOTO + UP TO 50 WORDS

### 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

### 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: \_\_\_\_\_

By checking this box, you acknowledge that this action constitutes your official signature, equivalent to a handwritten signature.



## 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.