

# TRAVERSE *city* TOURISM

2026 OFFICIAL VISITORS GUIDE



MEDIA KIT + HOSPITALITY PARTNERSHIP

# 180,000 GUIDES PRINTED

## YEAR-ROUND TARGETED DISTRIBUTION

- » Print guides polybagged and shipped out with both **HOOR Detroit Magazine** and **Chicago Daily Herald**.



## DIGITAL DISTRIBUTION

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

## ADDITIONAL DISTRIBUTION

- » 100+ Regional Lodging Partners
- » Cherry Capital Airport
- » Gerald R. Ford International Airport
- » Travel and Adventure Trade Shows
- » Golf Trade Shows
- » Wedding Trade Shows
- » Michigan, Ohio, Pennsylvania, Kentucky, Illinois, Wisconsin, and Indiana AAA's
- » Groups, Meeting Planners & Bus Tours
- » State of Michigan and Regional Visitor Centers

## WEBSITE STATISTICS

[TraverseCity.com](http://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** 7,389,321

**Number of Users**  
2,252,554

**Annual Website Sessions**  
3,118,009

**13% ↑ THAN INDUSTRY AVERAGE**



# 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

- 1 IMAGE
- 25 WORD DESCRIPTION
- FREE PHOTO LISTING



**\$850**

2.25"

**Actual Image Size!**

2"

## ANTRIM COUNTY

### ELK RAPIDS



## BENZIE COUNTY

### BENZIE COUNTY



## LEELANAU COUNTY

### LEELANAU COUNTY



## DOWNTOWN TRAVERSE CITY

### DOWNTOWN TRAVERSE CITY



## TRAVERSE WINERIES

### WINERIES



## BREWERIES & DISTILLERIES

### BREWERIES + DISTILLERIES + CIDERIES



## THE VILLAGE AT GRAND TRAVERSE COMMONS

### 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**  
AUGUST 15, 2025

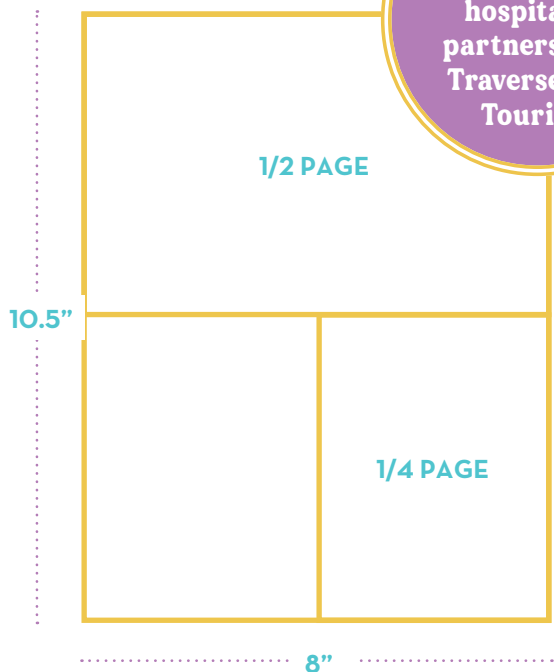


**MATERIALS DUE**  
AUGUST 29, 2025



**DELIVERY**  
JANUARY 2026

All  
advertisers  
become  
hospitality  
partners with  
Traverse City  
Tourism



## Ad Rates + Specs

### STANDARD POSITION

**FULL PAGE** **\$10,500**

Up to 100 words  
3-4 images

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

Up to 80 words  
1-2 images

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

Up to 50 words  
1 image

### PREMIUM POSITION

**BACK COVER** **\$15,000**

Up to 100 words  
3-4 images

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

Up to 100 words  
3-4 images

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

Up to 100 words  
3-4 images

**CO-OP LISTING** **\$850**

Up to 25 words  
1 image

### LISTINGS

**ACCOMMODATIONS** **\$925**

**PHOTO LISTING**

Up to 500 characters (approx. 85 words)  
1 image

**PHOTO LISTING** **\$700**

Up to 360 characters (approx. 50 words)  
1 image

**BASIC LISTING** **\$450**

Up to 360 characters (approx. 50 words)  
No image

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:

**Isa Kauffman**  
Account Coordinator  
[ikauffman@maddenmedia.com](mailto:ikauffman@maddenmedia.com)

Ad Sales  
& Inquiries:

**Kathy Bussell**  
Membership Manager  
[KathyB@traversecity.com](mailto:KathyB@traversecity.com)



INCLUDED WITH  
YOUR VISITOR  
GUIDE AD  
PURCHASE!

# HOSPITALITY PARTNERSHIP

TRAVERSE *city*  
TOURISM

## GET VIEWED, GET CONNECTED

» **Direct Website Link:**

[TraverseCity.com](https://www.traverscity.com) has over **7 million page views** and over 530,000 business referrals. Get in on the action!

» **Enhanced Listings:**

Higher ranking on [TraverseCity.com](https://www.traverscity.com) compared to non-partners, with unlimited photos, videos, and text for your business description.

» **Featured Events & Specials:**

Add your events to the events page via the Traverse City Tourism Partner Portal with your login to one of the most searched sections on our site, and it will be shown as a "Featured" Event.

## YOU CAN BE TOP OF MIND

**Visitor Guide Listing:** Inclusion in the 2026 Visitor Guide with upgrade options for premier advertising. Wide Reach, 180,000 guides circulated nationwide, plus a downloadable version available 24/7 online.

## DRIVE AWARENESS AND VISITATION

**Marketing and PR Campaigns:**

Opportunities to be featured in social media, press coverage, blogs, guest influencers, travel writers, and PR campaigns. online.

## HELP VISITORS FIND YOU

- » **Brochure Space & Interactive Kiosks:** Be displayed in the Traverse City Tourism Visitor Center & help visitors learn more about your business.
- » **High-Value Business Referrals:** Direct referrals from our Group Sales & Visitor Services Teams.

# 2026 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

### LISTINGS

\_\_\_\_\_ **\$925 Accommodation Photo Listing**  
PHOTO + UP TO 500 CHARACTERS

\_\_\_\_\_ **\$700 Photo Listing**  
PHOTO + UP TO 360 CHARACTERS

\_\_\_\_\_ **\$450 Basic Listing**  
UP TO 360 CHARACTERS

### VISITOR GUIDE DISPLAY - PREMIUM

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

\_\_\_\_\_ **\$13,750 Inside 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 25 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: \_\_\_\_\_

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.



# IMPORTANT UPDATE FOR YOUR 2026 VISITOR GUIDE LISTING

Your current listing from the 2025 guide was synced with your listing on **TraverseCity.com** on **May 6, 2025**.

## WHAT YOU NEED TO KNOW:

- All updates must now be made through the Partner Portal (Extranet).
- This portal will be the only source used for the 2026 Visitor Guide.

## LISTING DESCRIPTIONS:

- **Non-Accommodation Listing:** Up to 360 characters (about 50 words)
- **Accommodation Listing:** Up to 500 characters (about 85 words)

⚠ **The character limit includes all text and spaces. The portal won't allow you to exceed the limit.**

## DEADLINES:

**Update your listing by August 1, 2025**, to have changes reflected in the 2026 guide.

⚠ **If no updates are made, your current website listing will be used.**

## IMAGE UPDATES:

If you have a photo listing and want to change the image, email a high-resolution image to [KATHYB@TRAVERSECITY.COM](mailto:KATHYB@TRAVERSECITY.COM). If no photo updates are needed, your previous image will be used.

☐ I need to update my image (email it to Kathy).

## ACTION REQUIRED:

☐ I acknowledge that my listing in the 2025 Visitor Guide was synchronized with my listing on TraverseCity.com on May 6th, 2025. **I understand that Traverse City Tourism will extract my listing from the website on August 1st, 2025, for use in the 2026 Visitor Guide. I agree to make any necessary updates or changes prior to this date.**

**SIGNATURE:** \_\_\_\_\_

**PRINT NAME:** \_\_\_\_\_

**DATE:** \_\_\_\_\_

**QUESTIONS? CALL: 231.642.3114**