

Greater Lansing Visitors Guide

2012 ADVERTISING RATES



To place your ad today, contact Jan Pfeiffer, Membership Manager at jpfeiffer@lansing.org or (517) 377-1410

WHY ADVERTISE?

Greater Lansing welcomes over **4.7 million visitors** each year that spend an estimated **\$424 million annually**. **How do you reach that audience and get your share of those dollars?** Place an ad in the 2012 Greater Lansing Visitors Guide!

READERS

The Visitors Guide is a cost effective way to reach consumers looking for information about the Greater Lansing area. The business listings in the Visitors Guide help tourists and residents make decisions about where to go and what to do, while ads, maps and listings provide vital information about the Greater Lansing area.

DISTRIBUTION

The Greater Lansing Convention and Visitors Bureau will distribute 130,000 Visitors Guides to the following locations and consumers in 2012:

- **Over 35 hotels, motels and bed & breakfasts**
- **Visitors** who request information
- **14 Michigan Welcome Centers** across the state
- **GLCVB's New Visitor Center** on Michigan Ave.
- **Information Stations** throughout the community including: **Capital Region International Airport, East Lansing Marriott, the Lansing Center, the Lansing and Meridian Malls, Old Town, and paper boxes on Washington Sq.**
- **Colleges and universities, real estate offices, apartment complexes** and in **area relocation packets**
- **Meeting and convention groups**
- **Tour operators and travel agents**
- **Information booths** at conventions/exhibits
- **Travel writers and regional media**

*Hurry!
Early Bird and Pre-Pay discounts
good through July 22, 2011.
Reserve your space NOW!*

2012 AD PRICES

<u>Ad Size</u>	<u>Full Color Ad Rate</u>	<u>Early Bird Reservation</u>	<u>Pre-Pay Discount</u>
Full Page	\$3,640	\$3,309	\$3,143
2/3 Page	\$3,166	\$2,878	\$2,734
1/2 Page	\$2,542	\$2,310	\$2,194
1/3 Page	\$1,796	\$1,633	\$1,551
1/6 Page	\$1,081	\$989	\$939

Call for special pricing on black & white and spot color ads.

<u>Premium Position</u>	<u>Ad Price</u>
Outside Back Cover	\$5,700.00
Inside Front Cover	\$4,400.00
Inside Back Cover	\$4,400.00

Premium positions are not eligible for discount.

Dates to Remember

Publish Date:	January 2012
Early Bird Reservation & Pre-Pay Discount Deadline:	July 22, 2011
Reservation Deadline:	August 26, 2011
Final Material & Payment Deadline:	September 23, 2011



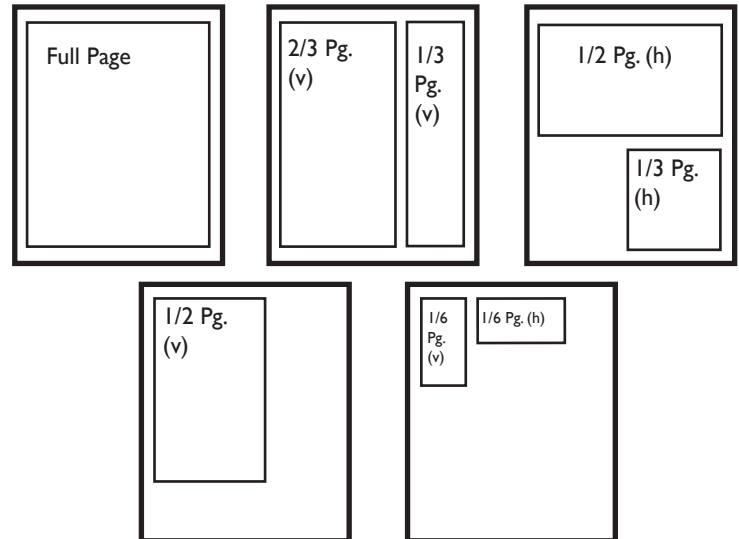
500 East Michigan Avenue - Suite 180
Lansing, MI 48912
Phone: (517) 487-0077
Fax: (517) 487-5151

AD SPECIFICATIONS

AD DIMENSIONS

Finished Page Size: 8 3/8" x 10 7/8"

AD SIZE	W	L
Full Page (non bleed)	7.5"	10.1"
Full Page (bleed)*	8.625"	11.125"
2/3 Page (vertical)	4.8"	10.1"
1/2 Page (vertical)	4.8"	7.5"
1/2 Page (horizontal)	7.5"	4.8"
1/3 Page (box)	4.8"	4.8"
1/3 Page (vertical)	2.4"	10.1"
1/6 Page (vertical)	2.4"	4.8"
1/6 Page (horizontal)	4.8"	2.4"



* Please keep all copy .5" away from the boarder on bleed ads.

PRODUCTION & DESIGN REQUIREMENTS

File Format:

We prefer ads supplied in .pdf, .tif, or .jpg format. PDF files - Files must be saved as a PRESS READY PDF which saves images as high-resolution (**300 dpi**) optimal for print. Ads created in Adobe Illustrator and Adobe InDesign are also acceptable, but must be accompanied by all fonts and images. Files provided in PageMaker, QuarkXPress, or Microsoft Publisher are NOT acceptable and should be converted to the proper .pdf format before submission. Ads created in Microsoft Word or Wordperfect are NOT acceptable, even if converted to .pdf. Ads should be a minimum of **300 dpi** at 100% size, and should NOT contain RGB color or rich black text. All spot colors should be converted to CMYK before saving in .pdf format. Ads that require modification to conform to these specifications will be subject to an additional charge.

Image Quality:

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.** If you are uncertain of the quality, contact Jan Pfeiffer about contacting an image specialist to review your photos (costs are typically small for color editing and scanning.)

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 to design or typesetting. **If you need assistance designing an ad, contact Jan Pfeiffer for a list of graphic designers.**

AD SUBMISSION INFORMATION

Contract, artwork and payment are due by Friday, September 23, 2011.

Completed artwork is to be provided digitally on CD or by email to:

Jan Pfeiffer

GLCVB Membership Manager
500 East Michigan Avenue - Suite 180
Lansing, MI 48912
(517) 377-1410
(517) 487-5151 fax
jpfeiffer@lansing.org

