

# Advertising Rates

AD SIZE	PARTNER	NON-PARTNER
Full page	\$3,430	\$4,115
2/3 page	\$2,825	\$3,390
1/2 page	\$2,255	\$2,706
1/3 page	\$1,590	\$1,910
1/6 page	\$1,025	\$1,230

All ad rates are NET per issue and require the submission of camera-ready artwork. Design services are available upon request. Co-op pricing available.

## Premium Placement:

Full page only

**Page 2** (Inside front cover)

**Page 3**

**Page 4** (Facing table of contents)

**Inside Back Cover**

\$4,350

**Back Cover**

\$4,995

**FULL PAGE**  
5.75 x 8.75  
TRIM:  
6.5 x 9.5  
BLEED:  
6.75 x 9.75

**2/3 PAGE VERTICAL**  
3.75 x 8.75

**1/3 PAGE VERTICAL**  
1.75 x 8.75

**1/3 PAGE BOX**  
3.75 x 4.25

**1/2 PAGE HORIZONTAL**  
5.75 x 4.25

**1/6 PAGE HORIZONTAL**  
3.75 x 2

**1/6 PAGE VERTICAL**  
1.75 x 4.25

**Ad Space Deadline:**  
October 20, 2017

**Material Deadline:**  
November 3, 2017

**Print Date:**  
December 15, 2017



Group Tour Media, the world's largest travel resource for the group tour industry, manages ad sales for **the experience**. For questions and space reservations, please contact Jamie Cannon: [Jamie@grouptour.com](mailto:Jamie@grouptour.com) or 616.393.2077

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Be a part of

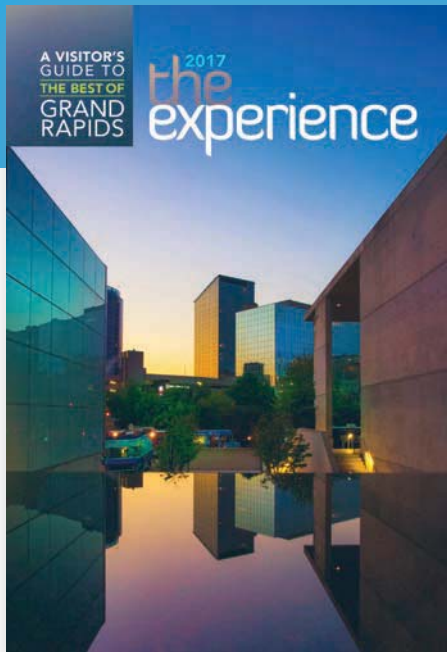
2018

# the experience



Advertise your business where people look for local things to do.

  
**Experience GRAND RAPIDS**  
CONVENTION & VISITORS BUREAU  
[ExperienceGR.com](http://ExperienceGR.com)



**the experience** is an award-winning guide to our world-class attractions, arts, dining, entertainment, recreation and more.

### Effective Advertising

Your ad reaches people who are actively looking for things to do in Grand Rapids.

### Affordable Rates

Especially when you become a partner of Experience Grand Rapids – in many cases, the cost of a partnership plus an ad is less than the cost of buying the ad alone. And you get to enjoy all the perks of partnership! For details, visit [ExperienceGR.com/Partners](http://ExperienceGR.com/Partners)

250,000+ people use **the experience** each year

### Print Distribution

100,000+ copies are distributed in local hotel rooms, state-wide welcome centers, convention centers, cultural centers, colleges and the Gerald R. Ford International Airport. Thousands more are mailed out in response to visitor requests.

### Digital Distribution

150,000+ people view the visitor's guide online at ExperienceGR.com. All print advertisers are included in the digital guide – and readers can click on your ad to visit your website.

### Multiple Impressions

More than a quarter-million tourists, business travelers, meeting planners, convention attendees, new residents, away-from-home college students and even locals will be exposed to your ad. The guide's unique digest size makes it easy to tote, so it can be referred to again and again.



### Tap into Visitor Trends

**2.65 MILLION**

passengers flew in and out of our airport in 2016 – a record number.

**\$197.6 MILLION**

was spent on local hotel rooms in 2016 – a record number.

**8.7%**

increase in trips to our area in 2015 vs. 2014.

**3.5**

nights spent in Grand Rapids, on average, for trips in 2015 vs. 2.2 nights in 2014.

All of this means more people spending more time and money in Grand Rapids. Get a piece of the action by advertising in **the experience**.