

Advertising Rates

AD SIZE	PARTNER	NON-PARTNER
Full page	\$3,479	\$4,179
2/3 page	\$2,869	\$3,439
1/2 page	\$2,289	\$2,749
1/3 page	\$1,619	\$1,939
1/6 page	\$1,039	\$1,249

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

\$4,419

Back Cover

\$5,069



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 19, 2018

Material Deadline:

November 2, 2018

Print Date:

December 17, 2018



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 or 616-393-2077.

Group Tour Media • 2465 112th Ave., Holland, MI 49424
1-800-767-3489 • Fax 616-393-0085

Be a part of

2019

the experience

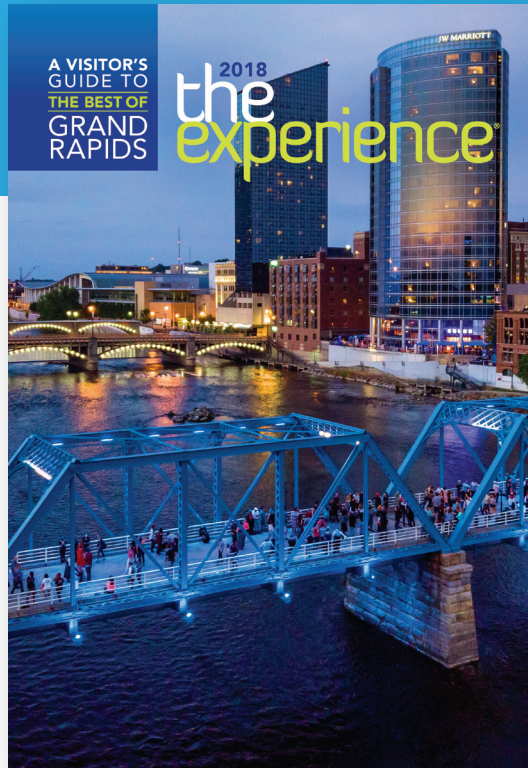


Advertise your business where people look for local things to do.





Rena Detrixhe, Red Dirt Rug Monument



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 the Grand Rapids area.

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

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

Print Distribution

110,000+ 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. The 2017 digital edition generated 129 click-throughs to partner websites.

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 digest size makes it easy to tote, so it can be referred to again and again.



Tap into Visitor Trends

2.8 MILLION

passengers flew in and out of our airport in 2017 – a record number.

\$211 MILLION

was spent on local hotel rooms in 2017 – another record number.

82%

of people visiting Grand Rapids in 2016 had visited before – advertisers have the opportunity to build repeat business.

10%

more copies of **the experience** were printed in 2018 to meet increased demand.

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