

Greater Lansing Visitors Guide 2018 ADVERTISING RATES

**Do the math and it's easy to see—
Tourism Counts in Greater Lansing!**

4.8 Million Annual Visitors
+ \$602 Million in Economic Impact
11,000 Local Jobs

TOURISM COUNTS!

**How do you reach
that audience and get
your share of those
dollars? Place an ad in
the 2018 Greater Lansing
Visitors Guide!**



Hurry!
Early Bird and Pre-Pay discounts
good through August 4, 2017.
Reserve your space NOW!

The Greater Lansing Convention and Visitors Bureau will distribute 130,000 Visitors Guides to the following locations and consumers in 2018:

- **Lansing area hotels, motels and bed & breakfasts.**
- **Visitors** who request information.
- **14 Michigan Welcome Centers** across the state.
- **GLCVB's Visitor Centers** on Michigan Ave. in downtown Lansing and on Grand River Ave. in downtown East Lansing.
- **Information Stations** throughout the community including: **Capital Region International Airport, East Lansing Marriott, the Lansing Center, the Lansing and Meridian Malls, Old Town, paper boxes on Washington Square, and Union Station in Chicago.**
- **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.**
- **Trade Shows.**

2018 AD PRICES

Ad Size	Full Color Ad Rate	Pre-Pay / Early Bird Discount
Full Page	\$4,050	\$3,550
1/2 Page	\$2,800	\$2,450
1/3 Page	\$2,000	\$1,750
1/6 Page	\$1,200	\$1,050

Premium Position	Ad Price	Pre-Pay / Early Bird
Outside Back Cover	\$6,350	\$5,556
Inside Front Cover	\$4,900	\$4,288
Inside Back Cover	\$4,900	\$4,288

Dates to Remember

Publish Date:	January 2018
Early Bird Reservation & Pre-Pay Discount Deadline:	August 4, 2017
Reservation Deadline:	September 1, 2017
Final Material & Payment Deadline:	September 15, 2017



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

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

AD SPECIFICATIONS

AD DIMENSIONS

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

AD SIZE	W	H
Full Page (bleed)*	8.625	11.125
Full Page (non bleed)	7.5	10.1
1/2 Page (horizontal)	7.5	4.8
1/3 Page (box)	4.95	4.95
1/3 Page (vert)	2.4	10.1
1/6 Page (vertical)	2.4	4.8

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

PRODUCTION & DESIGN REQUIREMENTS

File Format:

Accepted formats: .pdf, .png, or .jpg preferred. Adobe Illustrator (.ai), Adobe InDesign (.indd) and Adobe Photoshop (.psd) are also acceptable, but must be accompanied by *all fonts and links*.

PDF files: Files must be saved as a **PRESS READY PDF** at high-resolution (**300 dpi**). 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.*

Color mode: File color mode set in **CMYK**. All spot colors should be converted to **CMYK**. 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.*

File Checklist:

- File color mode set in **CMYK**, not RGB.
- All spot colors converted to **CMYK**.
- Images at least **300 dpi**, **CMYK**, not RGB.
- Use **Black** for text, not Automatic or Registration.
- Send file as **100% size**.
- Send file as **Press Ready PDF**.

AD SUBMISSION INFORMATION

Contract, artwork and payment are due by Friday, September 15, 2017.

Completed artwork is to be provided digitally on a flash drive 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

