

GRAND *Haven*

AREA VISITORS GUIDE

2023
MEDIA KIT



HOUR
MEDIA



The Official Grand Haven Area Visitors Guide is the ultimate source for dining, things to do and places to stay in and around the Grand Haven Area.

Don't miss out on this exclusive Chamber and CVB member opportunity to advertise in the Official Grand Haven Area Visitors Guide and reach visitors, event planners, business travelers and residents.

CIRCULATION:

30,000

FREQUENCY:

Annual

PUBLICATION DATE:

February 2023

ADVERTISING DEADLINE:

November 30, 2022

PROMINENTLY DISPLAYED AT:

Michigan Welcome Centers and two local Visitor Centers
High-traffic Grand Haven locations
Online at VisitGrandHaven.com and GrandHavenChamber.org

The Grand Haven Area Visitors Guide is committed to providing visitors to our region with useful, entertaining information and guidance to enhance their vacation experience.

Advertising unit sizes

<p>AA</p> <p>2-PAGE SPREAD*</p> <p>Live Area: 7.375"(w) x 9.875"(h) (1/2" Margin Each Page) Trim: 16.75"(w) x 10.875"(h) Bleed: 17.0"(w) x 11.125"(h)</p>	<p>A</p> <p>FULL PAGE*</p> <p>Live Area: 7.375"(w) x 9.875"(h) Trim: 8.375"(w) x 10.875"(h) Bleed: 8.625"(w) x 11.125"(h)</p>	<p>B</p> <p>1/2 PAGE VERTICAL</p> <p>3.56"(w) x 9.875"(h)</p> <p>C</p> <p>1/4 PAGE</p> <p>3.56"(w) x 4.8"(h)</p>	<p>B</p> <p>1/2 PAGE HORIZONTAL</p> <p>7.375"(w) x 4.8"(h)</p>
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Advertising rates

SIZE	NET RATE	PREMIUM POSITIONS
AA 2-Page Spread	\$5,660	CVR 2 (inside front cover) \$3,455
A Full Page	\$2,830	CVR 4 (back cover)..... \$4,150
B 1/2 Page	\$1,840	CVR 3 (inside back cover)..... \$3,290
C 1/4 Page	\$1,150	Page One \$3,455

DEADLINE FOR SPACE & MATERIAL: 11-30-2022

Live area: 7.375" x 9.875"
Trim size: 8.375" x 10.875"
Full page bleed: 8.625" x 11.125"

Also available:
Spread bleed: 17.0" x 11.125"

NOT A CHAMBER MEMBER? JOIN NOW AND SAVE!

Contact the Chamber for details about our first-time membership discount which ensures you have a listing in the Official Grand Haven Area Visitors Guide

Vicki Ellis
vellis@grandhavenchamber.org
616.842.4910 ext.103

ALREADY A CHAMBER MEMBER?

Contact your account representative at 616.459.4545.

Grand Haven Area Visitors Guide is assembled digital direct-to-plate.

ASSEMBLY GUIDELINES

- Create ad at 100% of final print size.
- Preferred file format is a "press ready" PDF. When distilling PostScript Files be sure all fonts are embedded and set your Distiller job options to the "press" setting PDF files saved directly from InDesign should also use the "press" job option.
- If sending a flattened/locked file, such as a PDF, be aware that any changes are subject to additional production costs.
- We accept files created using Adobe InDesign, Illustrator and Photoshop. When submitting a InDesign document please also include a "press ready" PDF. Corel, Quark, Microsoft Office or Publisher documents are not accepted. Include all fonts (screen & printer) and graphic files used in layouts.
- All graphics must be saved as CMYK. Acceptable graphic file formats are EPS, TIFF or PDF. Flatten all layered Photoshop files and outline fonts on Illustrator files. Do not compress with LZW encoding.
- Cross platform CD-R/DVD are the only acceptable media formats.

MECHANICAL GUIDELINES

Advertising inserts and special bind-ins are accepted pending approval. Please contact your sales representative.

- Publications print at 150 lpi. Raster image resolution should be a minimum 300 dpi. Linework should be set to a minimum of 1200 dpi.
- Full page bleed 8.5" x 11.125"; full page spread 16.75" x 11.125". Pull all bleeds, a minimum of 1/8" (.125) further than the trim size. Fractional ads cannot bleed.
- TAC (Total Area Coverage) not to exceed 300%.
- Unless special ordering an additional color, all spot or Pantone specified colors should be converted to process (CMYK) color.

REQUIRED PROOFS

A contract color proof is required with every ad. If acceptable proof is not provided, color consistency will not be guaranteed. Acceptable contract proofs include Kodak Approvals, FUJI Pictro or Veris, Epson Stylus Pro or Matchprint Digital Proof. For a list of additional SWOP certified proofs please visit www.swop.org.

Files that do not follow these guidelines will be returned or correction.
No exceptions.

SHIP MATERIALS TO:

Grand Haven Area Visitors Guide
Attn: Advertising Coordinator
5750 New King Drive, Ste. 100,
Troy, MI 48098
248.691.1800 ext. 106

OR EMAIL TO:

jmoriarty@hour-media.com

SPECIFICATIONS

Live Area:....7.375" x 9.875"

Trim Size8.25" x 10.875"

Bleed Size:.....8.5" x 11.125"

(Trim size plus 0.125" all the way around. Bleeds are accepted on full-page ads only.)

PRODUCTION CHARGES

Typesetting and Design: \$200/hour Retouching: \$200/hour
Additions/Corrections after Due Date: \$50/change

INSERTS/BIND-INS

Advertising inserts and special bind-ins are accepted pending approval. Please contact your sales representative.

HOURL MEDIA 5750 NEW KING DRIVE, STE. 100 | TROY, MI 48098
telephone 248.691.1800 | facsimile 248.691.4531

ADVERTISER INFORMATION

Company/Organization: _____

Address/City/State/Zip: _____

Client Contact: _____

Phone: _____ Fax: _____

Email: _____

2023 EDITION

DISPLAY ADVERTISING

Please Select Size:

☐ 2-Page Spread

☐ Full Page

☐ 1/2 Page: ☐ Horiz. ☐ Vert.

☐ 1/4 Page

DEADLINES

Close Date: 11/30/2022

Material Due: 11/30/2022

Publication Date: 2/1/2023

Net Cost: \$ _____

Bill To: ☐ Agency: ☐ Client Direct

AGENCY INFORMATION

Agency: _____

Address/City/State/Zip: _____

Client Contact: _____

Phone: _____ Fax: _____

Email: _____

Additional Production Charges: \$ _____ Contract Total: \$ _____

Notes:

Print Name: _____

Signature/Date: _____



ACCOUNT REPRESENTATIVE

Phone: 616.459.4545

A Finance Service Charge of 1.5% per month will be charged to all invoice amounts not paid within 30 days from the invoice date. No advertising cancellations will be accepted after the published ad close date. Any materials submitted that do not conform to material specifications are subject to additional charges. Advertiser agrees to all terms and conditions as stated in the sponsorship kit.



PLEASE SHIP MATERIALS TO:

Grand Haven Area Visitor Guide

ATTN: Advertising Coordinator

Hour Custom Publishing

5750 New King Drive, Ste. 100, Troy, MI 48098

Phone: 248.691.1800 ext. 106 Fax: 248.691.4531

email: jmoriarty@hour-media.com

HOURL MEDIA 5750 NEW KING DRIVE, STE. 100 | TROY, MI 48098

telephone 248.691.1800 | facsimile 248.691.4531

- A. HOUR Media reserves the right at its absolute discretion and at any time to cancel any advertising order or reject any advertising copy, whether or not the same has already been acknowledged and/or previously published. In the event of such cancellation or rejection by HOUR Media, advertising already run shall be paid for at the rate that would apply if the entire order were published. In addition, Publisher reserves the right to remove from selected copies of HOUR Media advertisements containing matter the subscribers have deemed objectionable. Cancellation of any portion of any advertising order or contract by or on behalf of the Advertiser or failure to have published the specified number of pages automatically nullifies any rate discount, including for previously published advertisements, and may result in a short-rate. In such event, Advertiser and/or Agency must reimburse HOUR Media for the short-rate within 30 days of invoice therefore.
- B. Orders that contain rates that vary from rates herein or not specified on a valid contract as deemed by HOUR Media shall not be binding and may be inserted and charged for at the actual schedule of rates.
- C. Advertisements that simulate editorial content must be clearly defined and labeled ADVERTISEMENT, and HOUR Media may in its own discretion so label such copy.
- D. Orders for advertising containing restrictions or specifying positions or other requirements may be accepted and inserted but such restrictions or specifications are at HOUR Media's sole discretion.
- E. Inserts: (1) A copy of any furnished insert must be submitted to HOUR Media prior to printing of the insert. (2) HOUR Media is not responsible for errors or omissions in, or the production quality of, furnished inserts. (3) Advertiser and/or Agency shall be responsible for any additional charges incurred by HOUR Media arising out of Advertiser and/or Agency's failure to deliver furnished inserts pursuant to HOUR Media's specifications. (4) In the event that HOUR Media is unable to publish the furnished insert as a result of such failure to comply, Advertiser and/or Agency shall remain liable for the space cost of such insert.
- F. The Advertiser and its Agency, if there be one, each represents that it is fully authorized and licensed to use all materials within or related to advertising placed in HOUR Media. As part of the consideration and to induce HOUR Media to publish such advertisement, the Advertiser and/or Agency agrees to indemnify and save harmless HOUR Media and its employees and representatives against any and all claims, errors, omissions, liability, loss, damage and expense of any nature, including attorney's fees, arising out of the copying, printing, publishing, distribution or transmission of such advertisement.
- G. If an order is placed by an Agency on behalf of the Advertiser, such Agency warrants and represents that it has full right and authority to place such order on behalf of the Advertiser and that the contract will be binding on both Advertiser and Agency.
- H. The Advertiser and its Agency, if there be one, agree to be jointly and severally liable for the payment of all bills and charges incurred. Advertiser authorizes HOUR Media, and its election, to tender any bill to the Agency, and such tender shall constitute due notice to Advertiser of the bill and such manner of billing shall in no way impair or limit the joint and several liability of Advertiser and Agency. Payment by Advertiser to Agency shall not discharge Advertiser's liability to HOUR Media. The rights of HOUR Media shall in no way be affected by any dispute or claim between Advertiser and Agency.
- I. The Advertiser or Agency may only use the advertising space provided for the purpose for which that space was originally provided by HOUR Media.
- J. Orders for cover and center spread positions are non-cancelable 15 days prior to the space closing date. Supplied inserts are non-cancelable 60 days prior to the space closing date.
- K. Advertiser and/or Agency agrees to reimburse HOUR Media for its attorney fees and court costs in collecting any unpaid charge or portion of the charge for advertisement.
- L. Advertiser and/or Agency agrees that any advertisement published in HOUR Media may, at the Publisher's option, be included in all media, whether now or in existence or hereafter developed, in which the issue containing the advertisement is published, reproduced, distributed, displayed, performed or transmitted, in whole or in part.
- M. All payment is due with order unless credit is established with HOUR Media, in which case payment is due upon invoice. All advertisers that are required to supply a credit card to guarantee payment will have their credit card charged if payment is not received within 10 days of invoice date. If an Advertiser's account is 31 days or more delinquent, any contracted advertising will be put in a hold status until required payment is received. A finance charge of 1.5% per month will be charged to all invoice amounts not paid within 30 days of invoice date and collection procedures will occur.
- N. The Advertiser/Agency is responsible for submitting complete advertising materials that conform to HOUR Media's proper specifications by the published materials deadline date, or HOUR Media reserves the right to publish the most recent in house advertising materials.
- O. The foregoing terms and conditions shall govern the relationship between HOUR Media and the Advertiser and/or Agency. HOUR Media has not made any representations to Advertiser or Agency that are not contained herein. No waiver, alteration, modification or cancellation of any of the provisions of this Agreement shall be binding unless expressly agreed to by both parties in writing.
- Advertiser/Agency _____
- Date _____
- HOUR MEDIA** 5750 NEW KING DRIVE, STE. 100 | TROY, MI 48098
telephone 248.691.1800 | facsimile 248.691.4531