



2024 Visitors Guide Advertising Agreement
ADVERTISING DEADLINE: NOVEMBER 30, 2023

CONTACT PERSON(S)

AGREEMENT DATE

BUSINESS NAME

PHONE (PRIMARY)

PHONE (OFF-SEASON)

ADDRESS LINE 1

EMAIL

CITY, STATE, ZIP CODE

WEBSITE ADDRESS

PARTNER

Partner with the Silver Lake Sand Dunes & Hart Visitors Bureau and take advantage of having your business be in front of tens of thousands of travelers. The Travel Guide and Regional Map is the landmark piece developed by the Visitors Bureau every year.

Contact your Silver Lake Sand Dunes & Hart Visitors Bureau Executive Director to partner today!

SCOTT BEAL

C: 231.742.3883

O: 231.873.3982

E: marketing@thinkdunes.com



SILVER LAKE
SAND DUNES
2024
MEDIA KIT



TRAVEL GUIDE: 2024 PRICE STRUCTURE

☐ LIMITED NUMBER OF ADVERTISER SPACES AVAILABLE

AMOUNT DUE

FULL PAGE BACK COVER* [BACK PAGE OF GUIDE] <small>*Advertiser space will be shared with SLSD mailing address area</small>	<input type="checkbox"/> \$2,699	(8.5" w X 7.875" h with 0.125" bleed and safe margin*)	<input type="checkbox"/> NEW AD <input type="checkbox"/> SAME 2023	\$
FULL PAGE INSIDE FRONT COVER [PAGE 1-or-2 OF GUIDE]	<input type="checkbox"/> \$2,199	(8.5" w X 10.875" h with 0.125" bleed and safe margin)	<input type="checkbox"/> NEW AD <input type="checkbox"/> SAME 2023	\$
FULL PAGE PREMIUM - FIRST 10 PAGES <input type="checkbox"/> [PAGE 4-or-5] <input type="checkbox"/> [PAGE 6-or-7] <input type="checkbox"/> [PAGE 8-or-9]	<input type="checkbox"/> \$2,099	(8.5" w X 10.875" h with 0.125" bleed and safe margin)	<input type="checkbox"/> NEW AD <input type="checkbox"/> SAME 2023	\$
FULL PAGE INSIDE BACK COVER [INSIDE BACK COVER OF GUIDE]	<input type="checkbox"/> \$1,999	(8.5" w X 10.875" h with 0.125" bleed and safe margin)	<input type="checkbox"/> NEW AD <input type="checkbox"/> SAME 2023	\$
FULL PAGE INTERIOR	<input type="checkbox"/> \$1,799	(8.5" w X 10.875" h with 0.125" bleed and safe margin)	<input type="checkbox"/> NEW AD <input type="checkbox"/> SAME 2023	\$
2/3 PAGE VERTICAL	<input type="checkbox"/> \$1,475	(5.45" w X 9.50" h)	<input type="checkbox"/> NEW AD <input type="checkbox"/> SAME 2023	\$
1/2 PAGE <input type="checkbox"/> VERT. <input type="checkbox"/> HORIZ.	<input type="checkbox"/> \$1,275	Vertical: (3.5" w X 9.50" h) Horizontal: (7.375" w X 4.75" h)	<input type="checkbox"/> NEW AD <input type="checkbox"/> SAME 2023	\$
1/4 PAGE	<input type="checkbox"/> \$1,025	(3.50" w X 4.625" h)	<input type="checkbox"/> NEW AD <input type="checkbox"/> SAME 2023	\$
1/8 PAGE	<input type="checkbox"/> \$899	(3.50" w X 2.25" h)	<input type="checkbox"/> NEW AD <input type="checkbox"/> SAME 2023	\$
REGIONAL MAP & GRID LISTING	<input type="checkbox"/> \$499	<< NOTE: THIS IS INCLUDED WITH ALL ADS!		\$
OPTIONAL: DISPLAY AD DESIGN SERVICES	<input type="checkbox"/> \$300	You and your business will work with the publisher to develop an ad		\$

ALL DISPLAY AND MAP & GRID LISTINGS INCLUDE A "PROFILE" LISTING IN THE TRAVEL GUIDE

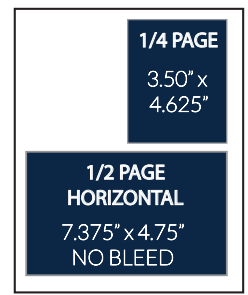
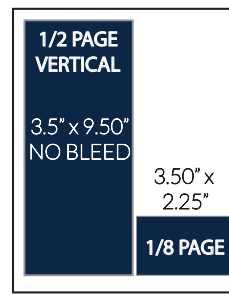
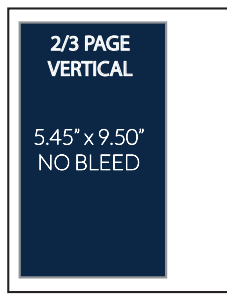
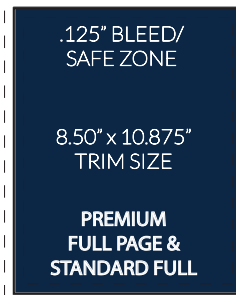
VISITORS GUIDE SUB-TOTAL

\$

GUIDE AD SIZING

The following showcases the advertisement sizes for the magazine sized 2024 Visitors Guide.

For questions, please contact Scott Beal to discuss sizing and placement requests.



Please make checks payable to:

Silver Lake Sand Dunes - Hart Visitors Bureau
2388 Comfort Dr. Hart, MI. 49420

TOTAL AMOUNT DUE FOR THIS AGREEMENT

\$

NEW THIS YEAR! - PAY ONLINE WITH stripe

Access at: thinkdunes.com/paynow

Cancellation of this contract must be in writing and will not be accepted after closing date on November 30, 2023. The Silver Lake Sand Dunes & Hart Visitors Bureau reserves the right to reject any advertisement considered unsuitable for its publication. By signing this contract, the advertiser agrees to pay the total amount listed on this contract.

All advertisements are accepted by the Silver Lake Sand Dunes & Hart Visitors Bureau upon representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof. By accepting, the advertiser will indemnify and save the Silver Lake Sand Dunes & Hart Visitors Bureau harmless from and against any loss or expense resulting from claims or suits based upon the content or subject matter of the advertisements, including without limitation, claims or suit for libel, violation of right to privacy, plagiarism and copyright infringement. The Silver Lake Sand Dunes & Hart Visitors Bureau reserves the right to refuse any advertising and shall not be liable for damages if for any reason they fail to publish an advertisement.

AUTHORIZED SIGNATURE OF ADVERTISER

DATE

Notes