

# SOLACE

PREMIER DESTINATION AND LUXURY LIFESTYLE GUIDE TO WEST MICHIGAN

## DISTRIBUTION

### DOWNTOWN HOTELS

Amway Grand Plaza Hotel  
682 guest rooms

Downtown Courtyard by Marriott  
214 guest rooms

JW Marriott Grand Rapids  
340 guest rooms

City Flats Hotel

### COMMUNITY

Rivertown Crossings Mall  
Woodland Mall  
Plaza Towers Condominiums  
Boardwalk Condominiums

### TARGETED DISTRIBUTION

- Client gift bags from Plastic Surgery Associates
- Downtown and Uptown District Businesses

### ONLINE

- Solacemag.com and issuu.com/solacemagazine
- Facebook.com/solacemag and Twitter @solacemag
- SOLACE TV on youtube.com/amwaygrandplaza

## PRODUCT SPECIFICATIONS

AD SIZES	LIVE AREA	FINAL SIZE
1/2 Page (horizontal)	—	8" w x 4.75" h
full page*	8.75" w x 11.25" h	10" w x 12.5" h
2 page spread*	18.25" w x 11.25" h	19.5" w x 12.5" h

\*Final size includes .25" bleeds.

## CIRCULATION

ISSUE	CONTRACT DEADLINE	AD DEADLINE	SOLACE DELIVERED
Spring/Summer	2/17/2017	3/10/2017	4/17/2017
Fall/Winter	8/25/2017	9/8/2017	10/16/2017

## 2017 RATES

FOUR-COLOR	1X RATE	2X RATE
1/2 page	\$1,900	\$1,600 (x2)
full page	\$2,900	\$2,500 (x2)

## COVERS & PREMIUM POSITIONS

page 1	\$3,400	\$3,000 (x2)
table of contents	\$3,600	\$3,200 (x2)
back inside cover	\$3,900	\$3,500 (x2)
front inside cover	\$3,900	\$3,500 (x2)
back cover	\$4,300	\$3,900 (x2)
2 page spread	\$5,400	\$4,900 (x2)

## SOLACE TV CHANNEL

standard listing 10-second listing with photo, title, description, phone number and website	\$500
feature segment 30-second video with voiceover and SOLACE-produced video with multiple moving shots (includes production cost; client receives video with usage rights)	\$1,750

## SPECIFICATIONS - SOLACE MAGAZINE

AD SIZES	LIVE AREA	FINAL SIZE
1/2 Page (horizontal)	—	8" w x 4.75" h
full page*	8.75" w x 11.25" h	10" w x 12.5" h
2 page spread*	18.25" w x 11.25" h	19.5" w x 12.5" h

\*Final size includes .25" bleeds.

## PRINT-READY ADS

We accept PDF file ads that can be printed as-is with no adjustments and must follow these guidelines:

1. All images should be high-res at 300 dpi.
2. All fonts must be embedded.
3. All images and artwork contained must be CMYK.
4. There should be no compression in the PDF.

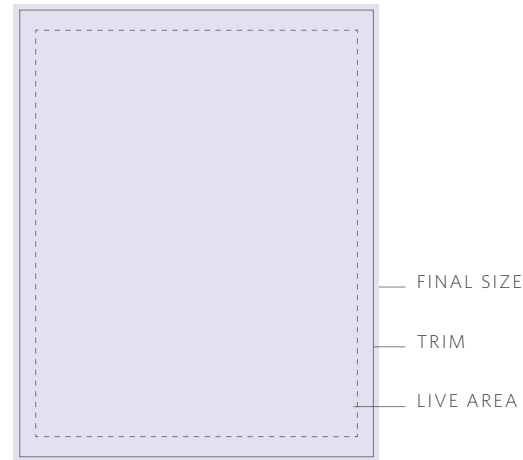
Ads should be e-mailed to: [ads@solacemag.com](mailto:ads@solacemag.com)

## GENERAL INFORMATION

Magazine Trim Size: 9.5" w x 12" h

Binding Method: Perfect bound

Printing Process: 4-color, offset sheet fed



FULL PAGE

## SPECIFICATIONS - SOLACE TV

### STANDARD LISTING

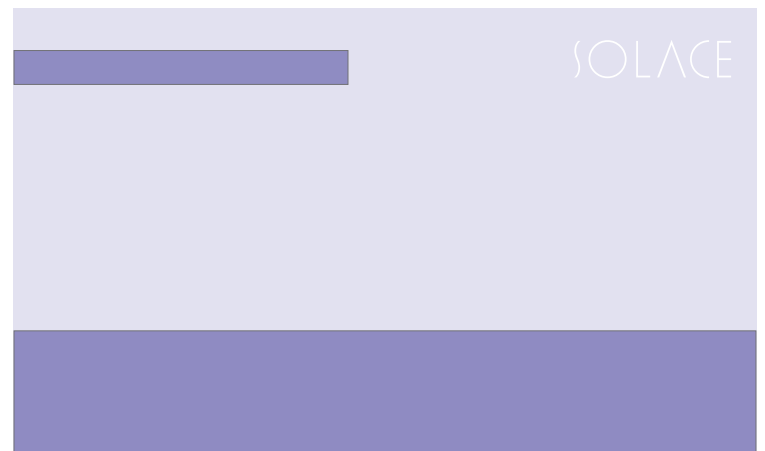
A 1920 x 1080 pixel photo that can have elements overlaid on the top and bottom (see image at right) and the following information must be emailed to [ads@solacemag.com](mailto:ads@solacemag.com):

1. Business Title
2. Website URL & Phone Number
3. Description (250 characters or less)

### FEATURE SEGMENT

All 25-second feature segments must be shot by SOLACE's production team. Please coordinate your shoot by contacting Carrie Kolehuse at [ckolehuse@ahchospitality.com](mailto:ckolehuse@ahchospitality.com).

Feature segment video files are available to clients upon request.



# SOLACE

CLIENT INFORMATION

NAME \_\_\_\_\_ DATE \_\_\_\_\_

BUSINESS NAME \_\_\_\_\_

ACCOUNTS PAYABLE CONTACT (OPTIONAL) \_\_\_\_\_

BILLING ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

E-MAIL \_\_\_\_\_

WEBSITE \_\_\_\_\_

TYPE OF ADVERTISING

Issue:

- SPRING/SUMMER
- FALL/WINTER

(Select both issues above for a 12-month discount)

ADVERTISING OPTIONS

Please select ad format:

- 1/2 PAGE HORIZONTAL
- FULL PAGE
- TWO PAGE SPREAD

Please select position:

- PAGE 1
- ACROSS FROM THE TABLE OF CONTENTS
- BACK INSIDE COVER
- FRONT INSIDE COVER
- BACK COVER

Please select a TV placement:

- STANDARD LISTING
- FEATURE SEGMENT

COST

GENERAL AD RATE \$ \_\_\_\_\_

(CHECK ONE) FREQUENCY  1X  2X

SUBTOTAL \$ \_\_\_\_\_

NON-PROFIT DISCOUNT (10%) \$ \_\_\_\_\_

TOTAL \$ \_\_\_\_\_

SPECIAL INSTRUCTIONS

\_\_\_\_\_

\_\_\_\_\_

This advertising agreement is a binding contract between the advertiser and AHC+Hospitality. Please review all information contained herein before signing. Any advertiser who fails to submit their ad by the ad deadline set forth herein shall remain liable for 80% of the total applicable charges and fees related to the ad and AHC+Hospitality shall have no obligation to place their ad in the respective magazine. Kantorwassink and AHC+Hospitality assume no responsibility or liability for any claims made in advertisements or for any litigation that may ensue as a result of such claims. Advertiser shall indemnify and hold harmless AHC+Hospitality and Kantorwassink from any claims or damages related to the actual or alleged infringement of any third party's intellectual property rights related to any ad.

Term payment options: 100% of payment due 15 days from the day of receipt of invoice. Any and all correspondence pertaining to SOLACE™ should be directed to Carrie Kolehouse at (616) 776-6980.

Please complete this contract and fax to AHC+Hospitality, Attn: Carrie Kolehouse at (616) 776-6401, or mail to 187 Monroe Avenue NW, Grand Rapids, Michigan 49503.

PARTNER SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

CONFIRMATION SIGNATURE  
(AHC OFFICE USE ONLY)

