

# SOLACE

## PREMIER DESTINATION GUIDE TO WEST MICHIGAN

WELCOME TO SOLACE,  
AND THE PULSE OF GRAND RAPIDS.

Grand Rapids is growing in amazing ways. And with each new day, new opportunities exist to share its ever-changing, always inspiring story.

That's what SOLACE is all about. Published twice a year SOLACE is the ultimate city guide and magazine of choice for the Amway Grand Plaza, the JW Marriott Grand Rapids, and the Downtown Courtyard by Marriott. Boasting award winning design and engaging features, SOLACE makes its way into the hands and hearts of an estimated 450,000 hotel guests every year.

By being part of SOLACE, advertisers play a greater role in the Grand Rapids story- global brands become more reachable and local businesses become more relevant. Online, solacemag.com draws thousands of visitors who are eager to engage with our publication, as well as advertisers. Partner advertisers who thankfully help us to create a one-of-a-kind magazine for a truly one-of-a-kind city.

### SOLACEMAG.COM

- Read online and download past issues
- Current advertisers directory

### SOCIAL MEDIA

- Facebook (facebook.com/solacemagazine)
- Twitter (@solacemag)



SOLACE FEATURES AND SHORT TAKES  
HIGHLIGHT LOCAL BUSINESSES

# SOLACE

## PREMIER DESTINATION GUIDE TO WEST MICHIGAN

### DISTRIBUTION

#### DOWNTOWN HOTELS

Amway Grand Plaza Hotel, Curio Collection by Hilton  
682 guest rooms

Downtown Courtyard by Marriott  
214 guest rooms

JW Marriott Grand Rapids  
340 guest rooms

City Flats Hotel

#### COMING 2019

Hyatt Place  
AC Marriott

#### COMMUNITY

Woodland Mall  
Plaza Towers 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

### CIRCULATION

ISSUE	CONTRACT DEADLINE	AD DEADLINE	SOLACE DELIVERED
Fall/Winter	9/7/2018	9/21/2018	10/15/2018
Spring/Summer	3/2/2018	3/16/2018	4/16/2018

### 2018/2019 RATES

FOUR-COLOR	1X RATE	2X RATE
1/2 page	\$2,100	\$1,600 (x2)
full page	\$3,100	\$2,600 (x2)

### COVERS & PREMIUM POSITIONS

page 1	\$3,500	\$3,000 (x2)
table of contents	\$3,700	\$3,200 (x2)
back inside cover	\$4,100	\$3,600 (x2)
front inside cover	\$4,100	\$3,600 (x2)
back cover	\$4,400	\$3,900 (x2)
2 page spread	\$5,400	\$4,900 (x2)
2 page advertorial	\$9,900	\$7,800 (x2)

standard listing	\$500
10-second listing with photo, title, description, phone number and website	
feature segment*	\$1,750
feature segment first spot*	\$2,500

\* 30-second video with voiceover and SOLACE-produced video with multiple moving shots includes production cost; client receives video with usage rights)

## 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.

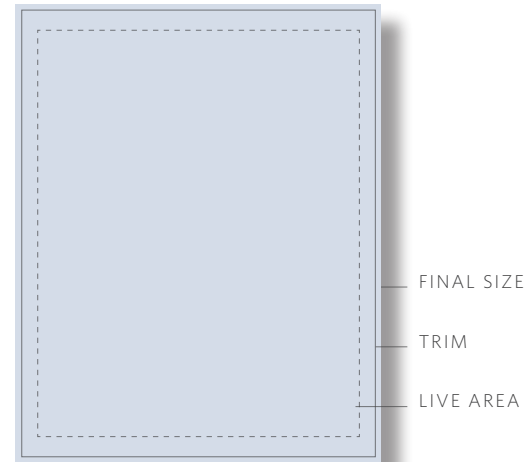
Ads should be e-mailed to: [ads@solacemag.com](mailto:ads@solacemag.com)

## 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

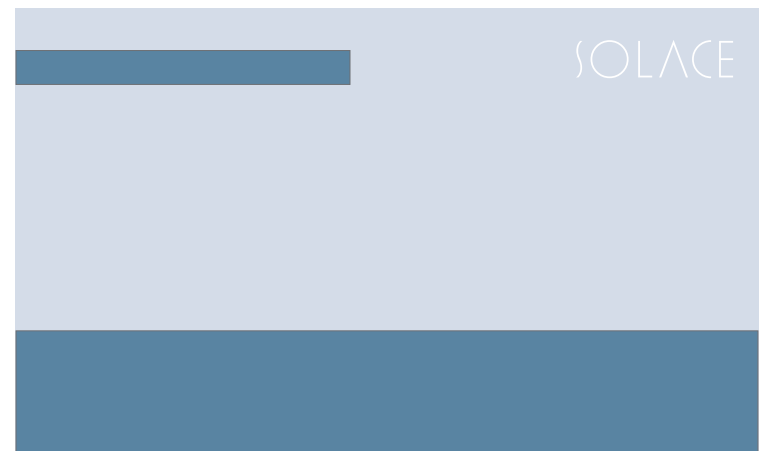
A 1920 x 1080 pixel photo that can have elements overlaid on the top and bottom (see image at right) and the following information must be emailed to [ads@solacemag.com](mailto:ads@solacemag.com):

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

### FEATURE SEGMENT

All 30-second feature segments must be shot by SOLACE's production team. Please coordinate your shoot by contacting Ashley Savransky at [asavransky@ahchospitality.com](mailto:asavransky@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
- TABLE OF CONTENTS
- BACK INSIDE COVER
- FRONT INSIDE COVER
- BACK COVER
- TWO PAGE ADVITORIAL

Please select a TV placement:

- STANDARD LISTING
- FEATURE SEGMENT
- FEATURE SEGMENT FIRST SPOT

COST

GENERAL AD RATE	\$	
(CHECK ONE) FREQUENCY		<input type="radio"/> 1X <input type="radio"/> 2X
SUBTOTAL	\$	
NON-PROFIT DISCOUNT		
(10%)	\$	
TOTAL	\$	

SPECIAL INSTRUCTIONS

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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 Ashley Savransky at (616) 776-3272.

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

PARTNER SIGNATURE	DATE
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CONFIRMATION SIGNATURE  
(AHC OFFICE USE ONLY)

