

SOLACE

PREMIER DESTINATION GUIDE TO WEST MICHIGAN

Welcome to SOLACE™.

Published two times a year, this dynamic publication can be found in every room of the Amway Grand Plaza Hotel, the JW Marriott Grand Rapids, the Downtown Courtyard by Marriott—and in the hands of thousands of West Michigan residents, along with recent visitors making their way home to all corners of the globe.

Focused on a central theme, each issue is a page-turning blend of sophisticated design, original photography and illustrations, and compelling stories about fascinating people, places, and events with a local tie but a global appeal. Whether you know our community like the back of your hand or are traveling here for the first time, you'll find something of value in every issue of SOLACE™.

Now in its 4th year, SOLACE™ reaches over 450,000 hotel guests per year—with an additional 30 distribution points, and over 1,000 unique views per month at solacemag.com. This makes it an ideal place to advertise for:

- local businesses that specialize in dining and entertainment
- global businesses that want to target an ever-changing audience

MAGAZINE CONTENT

Every issue of SOLACE™ features:

- Guest Editorial
- Life Inspired: Short Takes on West Michigan
- In-depth Local Features
- Savor: A Guide to Hotel Dining
- Calendar of Events sponsored by grnow.com
- 36 Hours sponsored by Grand Rapids Downtown Alliance
- SOLACE Scene

SOLACEMAG.COM

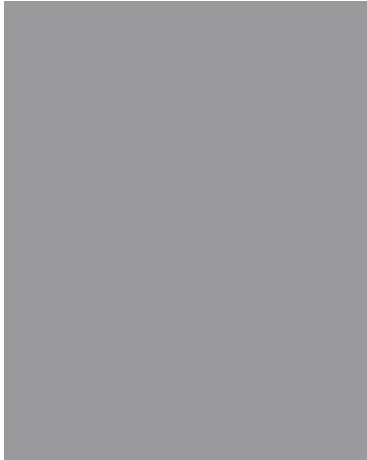
- Read online
- Download current and past issues as PDFs
- Current advertiser directory
- Media Kit

SOCIAL MEDIA

- Facebook (facebook.com/solacemagazine)
- Twitter ([@solacemag](https://twitter.com/solacemag))

SOLACE

GENERAL AD RATES



FULL PAGE



1/2 PAGE HORIZONTAL

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	\$3,900	\$3,500 (x2)
front inside	\$3,900	\$3,500 (x2)
back cover	\$4,300	\$3,900 (x2)
2 page spread	\$5,400	\$4,900 (x2)

ALL NON-PROFIT ORGANIZATIONS RECEIVE AN ADDITIONAL 10% OFF.

AD SIZES	WIDTH	HEIGHT
1/2 page (horizontal)	8"	4.75"
full page (trim size)	9.5"	12"
full page (final size)*	10"	12.5"
2 page spread (trim size)	19"	12"
2 page spread (final size)*	19.5"	12.5"

If cover and premium positions are already taken, advertisers will be given the best available position on a first come, first served basis.

*Final size includes bleeds.

SOLACE™ magazine is published two times per year.

SOLACE

PRINT READY ADS

This includes ads that are ready to be printed as is with no adjustments by our staff. An ad whose size, copy, photos, layout or format must be adjusted is not considered print ready. Ads that are not formatted or sized correctly, or are not print ready, will be adjusted and the advertiser will be charged. We will contact the advertiser with an estimate before any work is completed on the ad.

WE ACCEPT PDF FILES ONLY

Please make sure your PDF files are high-resolution and print ready.

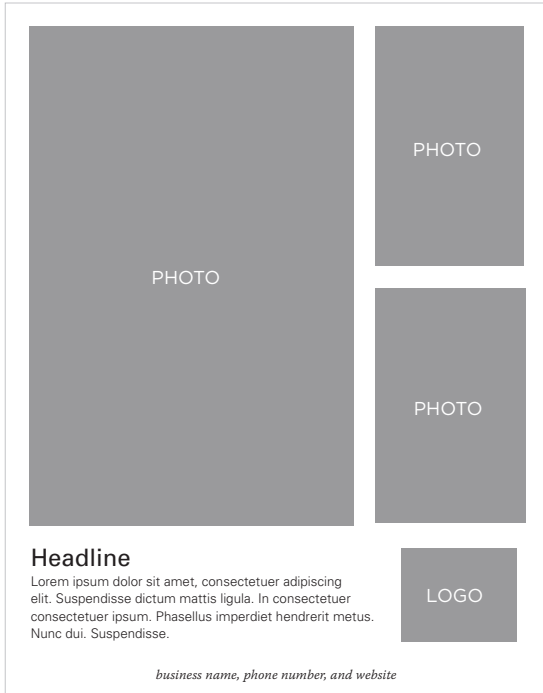
1. All images should be high-res at 300 dpi.
2. All fonts must be embedded.
3. All images and artwork contained must be CMYK.
4. There can be no security in the PDF.
5. There should be no compression in the PDF.

Ads should be e-mailed to: ads@solacemag.com
or a CD can be mailed to:

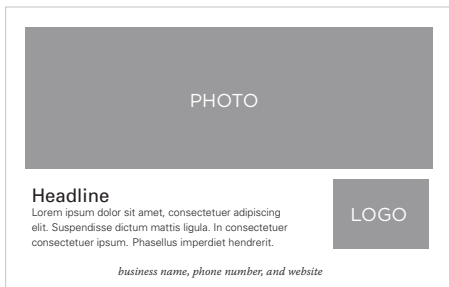
Plenty Creative, Attn: SOLACE
15 Ionia Avenue SW Suite 360
Grand Rapids, Michigan 49503

SOLACE

CUSTOM AD CREATION



FULL PAGE TEMPLATE



1/2 PAGE HORIZONTAL TEMPLATE

ADS PRODUCED BY OUR STAFF

We take pride in producing quality ads for our clients. We ask you to turn in all materials—including copy (what you want your ad to say—50 word maximum), photos (300 dpi in JPEG or TIF format), and logos (EPS or vector files only)—before the deadline in the best format possible. Please avoid inkjet, newsprint and faxed materials, photos taken from Web pages, and photos under 300 dpi. We cannot guarantee that a quality product can be produced from these items.

Please provide all text electronically as a Microsoft Word document to reduce the possibility of errors.

If you would like us to create an ad for you and have any questions, please contact us at 616-233-9222 or ads@solacemag.com. You will be billed directly by Plenty Creative with the net 30 day terms.

AD OPTIONS

DESIGN RATE

1/2 page	\$400
full page	\$500

SOLACE

PRODUCTION

CIRCULATION

ISSUE	ADVERTISING DEADLINE	SOLACE DELIVERED
Spring/Summer	March 2, 2012	April 13, 2012
Fall/Winter	September 14, 2012	October 15, 2012

DISTRIBUTED AT

Amway Grand Plaza Hotel
JW Marriott Grand Rapids
Downtown Courtyard by Marriott
Plaza Towers Condominiums
River House Condominiums
Union Square Condominiums
Boardwalk Condominiums
Breton Village Mall
Woodland Mall
and other premier West Michigan locations

The in-room distribution of SOLACE™ offers you the unique opportunity to reach an audience of leisure and business travelers to cities spanning from Chicago, Detroit, Milwaukee, as well as throughout West Michigan, looking for entertainment, restaurants, lounges, and shopping options throughout Grand Rapids and West Michigan.

Each year, SOLACE™ will reach an audience of over 450,000 hotel guests and area residents! Position your message in front of these influential readers with our partnership opportunities.

SOLACE

ADVERTISING PARTNERSHIP AGREEMENT

CLIENT INFORMATION

NAME DATE

BUSINESS NAME

ACCOUNTS PAYABLE CONTACT (OPTIONAL)

BILLING ADDRESS

CITY STATE ZIP

PHONE FAX

E-MAIL

WEB SITE

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
FRONT INSIDE COVER
BACK INSIDE COVER
BACK COVER

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 Amway Hotel Corporation. Please review all information before signing. Any advertiser who does not complete their schedule will be short rated. Plenty Creative and Amway Hotel Corporation assumes no responsibility or liability for any claims made in advertisements or for any litigation that may ensure as a result of such claims.

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 Smith at 616-776-6980.

Please complete this contract and fax to Amway Hotel Corporation, Attn: Carrie Smith at 616-776-6401, or mail to 187 Monroe Avenue NW, Grand Rapids, Michigan 49503.

PARTNER SIGNATURE

DATE

CONFIRMATION SIGNATURE (AHC OFFICE USE ONLY)

