

# THE HAUNT GUIDE

FALL 2016

THEHAUNTCOM

FIND THE TOP RATED HAUNTED ATTRACTIONS IN MICHIGAN  
HAUNTED HOUSES, CORN MAZES, ESCAPE ROOMS, PUMPKIN PATCHES

## ADVERTISING TOOL KIT

The Haunt Guide is pleased to present the 2016 Advertising Tool Kit for the Michigan Haunter Association.

The Haunt Guide prints 400k copies and has a distribution area ranging as far north as Saginaw to Southern Detroit and as far east as Flint, Lansing and all the smaller cities in between. Inside this kit, you will find Ad Opportunities designed to elevate your visibility for the 2016 Fall Season. Pick from one of our existing options or contact us to design a tailored package to meet your specific needs. We have advertising opportunities available for every budget.

Secure your ad today and save!  
- The Haunt Guide

## Advertising Tool Kit

### MARKETING & SPONSORSHIP OPPORTUNITIES

#### Publication Opportunities

Full Page

Half Page

Quarter Page

Classified Ad

Investment

\$3,900

\$2,700

\$1,500

\$500

#### Online Opportunities

Homepage Slider (3 left)

Banner Ad on Classifieds Page (10 left)

Classified Ad\*

Investment

\$1,000

\$500

\$250

*\*1 Online Classified Ad is FREE with the purchase of any publication ad size.*

#### On-Site Signage & Banner Opportunities

10ft by 3ft Custom Vinyl Banner

You have the option to pick from the following text:

ENTRANCE, BUY TICKETS, PARKING, QUE-LINE or "your URL"

Investment

\$80

*Customize your text for an additional \$100. We add our logo and your logo to the banner.*

10k Full Color, Double Sided, UV Coated Flyers

These are 4x6 inch flyers. Your Haunt info on the frontside and The Haunt Guide info on the back side.

\$300





## Advertising Tool Kit

### SIZE & PRICES

<p><b>FULL PAGE</b></p> <p><b>\$3,900</b></p> <p><b>Dimensions</b> 7.87" by 10.25" @ 300 DPI</p>	<p><b>HALF PAGE</b></p> <p><b>\$2,700</b></p> <p><b>Dimensions</b> 7.87" by 5" @ 300 DPI</p> <p><b>QUARTER PAGE</b></p> <p><b>\$1,500</b></p> <p><b>Dimensions</b> 3.78" by 5" @ 300 DPI</p>
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## Advertising Tool Kit



**LIKE us on Facebook**

<https://www.facebook.com/TheHauntGuide>  
<https://www.facebook.com/MichiganHauntersAssociation>



**FOLLOW us on Twitter**

<https://twitter.com/MichiganHaunter>



**FIND us on Google+**

[google.com/+MichiganHaunters](https://google.com/+MichiganHaunters)



**Subscribe to our YouTube Channel**

[youtube.com/c/MichiganHaunters](https://youtube.com/c/MichiganHaunters)



**FOLLOW us on Instagram**

<https://www.instagram.com/MichiganHaunters>

### Other Contacts

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## Advertising Tool Kit

### HAUNT GUIDE 2016 Participation Agreement

**Yes!** My company will participate in this very special Haunted Attraction Publication in the fall of 2016. The Haunt Guide directory will be distributed to 400,000 people throughout Northeast & Southeast Michigan. The publication is printed on glossy paper with all ads in full color.

Ad design is NOT included in the rate. Camera ready art deadline is strictly adhered to. All advertisers MUST prepay their ad.

We will purchase:

_____ Full Page, Full color	7.87" x 10.25"	\$3900.
_____ Half Page, Full color	7.87" x 5."	\$2700.*
_____ Quarter Pg.Full color	3.78" x 5."	\$1500.*

Limited Space available on a first come basis. Space reservation Due: August 1, 2016  
10% Discount if Prepaid. Copy Deadline Camera ready Due: August 27, 2006

This Participation Agreement must be signed and returned to reserve space.

Personal Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City and State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email Address: \_\_\_\_\_

Personal Guarantee: \_\_\_\_\_ Title: \_\_\_\_\_

#### Office use only

Received Date \_\_\_\_\_

Payment \_\_\_\_\_

Adv Received \_\_\_\_\_

*\*Not all ads of this size may be accepted due to the limited space requirement of our publication.*