



# 2011 MEDIA KIT






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## WHAT IS DETROIT IN MOTION?

**Detroit In Motion** is the premier online HOT SPOT that connects our cities athletes to the hottest races, trends and athletic events happening in and around Detroit.

### **Our Mission Statement:**

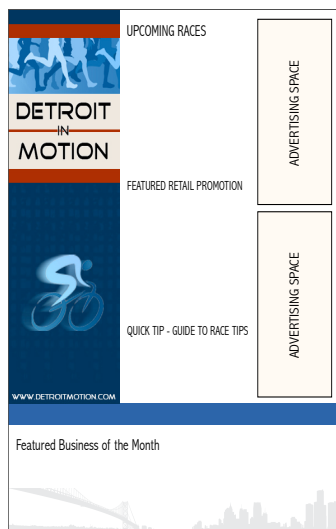
- To create a one-stop online medium for ALL Michigan athletes in the fact that all Michigan races will be listed in this one spot.
  - To assist local businesses in developing new customers in this influential demographic group.
  - Create a successful advertising tool for ALL local businesses in this specific industry and to grow their awareness as much as possible.
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## NEWSLETTER & SOCIAL MEDIA SPONSORSHIP

With our growing database of opt-in subscribers, this package is the ultimate way to reach and attract this crucial demographic group.

The opportunity allows you to own an entire month of newsletter & social media sponsorship (2-3 total email blasts and PDF posts), delivering your business directly to our audiences inbox.



- Featured Business of the Month....\$50.00
- Featured Race of the Month....\$50.00
- Featured Retail Product of the Month....\$25.00

PROMOTE A RACE

PROMOTE A PRODUCT


PROMOTE YOUR BUSINESS



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## FREE ADVERTISING AVAILABLE

**Detroit In Motion** wants to connect our cities athletes to the hottest races, trends and athletic events happening in and around Detroit. The following is available to you **FREE** of charge!

- Event Listing (Organization, Date, Time, Website Link)
  - NEWS: Hosting an organized group run, cycle or networking event? Send the information to [info@detroitmotion.com](mailto:info@detroitmotion.com) to be listed under NEWS on the website.
  - PHOTOS: Send in your organization photos for past races to be added to the website for others to view.
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## WEB ADVERTISING RATE CARD

### AD SIZES

TOP BANNER #1	(468 x 72) pixels	\$200 per month
VERTICAL BANNER	(600 x 120) pixels	\$125 per month
BOX BANNER	(120 x 120) pixels	\$75 per month



To maximize your brand and reach our audience of Metro-Detroit athletes, we have four obvious choices for your advertisement.