



# ASource

RELOCATION • BUSINESS ACCLIMATION  
ECONOMIC DEVELOPMENT  
METRO DETROIT

**THE 39TH ANNUAL ISSUE - THE  
2014 METRO DETROIT ASOURCE**

**Ad Placement Close Date: 6/5/2014**

**Ad Copy Close Date: 6/12/2013**

Distribution is projected at 10,000 copies. Final counts based on ad revenue participation.

The **Metro Detroit ASource** is the premier regional information guide for Southeast Michigan. Its comprehensive yet concise approach helps individuals, families and businesses acclimate to Metro Detroit by identifying communities of interest, housing options, healthcare resources and educational opportunities that are available, as well as the services needed to support their relocation. A number of Metro Detroit's largest relocation services use **ASource** as a primary source of information for their clients.

The **Metro Detroit ASource** is also a special "Quality of Life" resource used by many of the economic development organizations of Southeast Michigan. **Automation Alley, the Detroit Regional Chamber, Detroit Economic Growth Corporation and Oakland, Wayne and Macomb County Departments of Economic Development have access to the Metro Detroit ASource's** comprehensive regional information to support their actions to bring new business, jobs and talent to Southeast Michigan.

## THE UNIQUE CONTENT OF THE **METRO DETROIT ASOURCE** MAKES IT A ONE OF A KIND REGIONAL INFORMATION GUIDE FOR SOUTHEAST MICHIGAN

- Basics** (everything about Southeast Michigan from A to Z) • **Education** (public & private schools, colleges & universities)
- Business Connections** (support organizations, assistance programs & economic development assets)
- Community Profiles** (snapshots of Metro Detroit communities) • **Attractions** (attractions, venues and events)
- Healthcare** (health resources &, hospital systems) • **International Information** (for international visitors and employees)
- Sports & Recreation** (teams, clubs, activities, parks and resources) • **And so much more!**

### Testimonials:

"The A-Source is an invaluable tool for our Relocation Department and has been for over twenty years. I consider it a "must have" for business development, as well as a great source of information for our relocating clients."

Linda Scope, CRP  
Relocation Director, Century 21 Town & Country

"The A Source is very important to Macomb County's business attraction efforts. The publication provides an excellent overview of our attributes and services, and we have taken it on all of our domestic and international trade missions."

Stephen Cassin  
Executive Director, Macomb County Planning and Economic Development

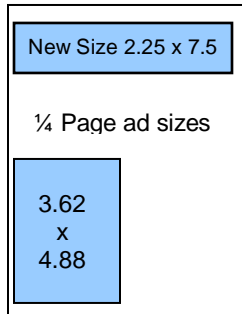
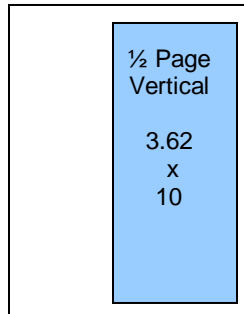
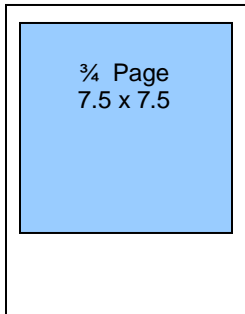
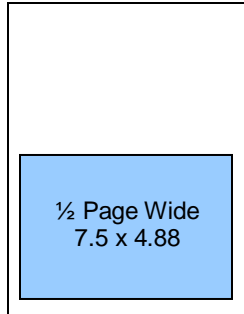
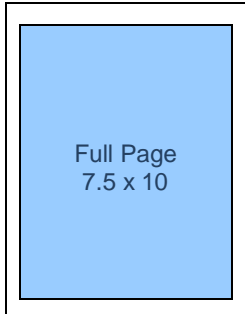
"The Metro Detroit ASource is an indispensable guide for company executives and their families considering Southeast Michigan as their new home. It showcases our region's assets including our neighborhoods, cultural and educational institutions, infrastructure, professional sports teams, and other features that make Michigan a great place to live, work and play. Equally important, ASource is an important marketing and promotional tool that Automation Alley uses to drive new business and investment into our region."

Noel Nevshehir, Director of International Business Services  
Automation Alley

## Upgrade your presentation in the Metro Detroit ASource!

Leverage your ad with an **ASOURCE SMART AD** with AdPro technology – **track contacts, develop leads, make sales!**

**Ask about our education and municipal packages!**



### Pricing per placement

(all rates are net)

	Rate
Full Page	\$2,500
3/4 Page	\$2,000
1/2 Page	\$1,500
1/4 Page	\$1,000
IFC/ Page 1	\$3,750
IBC	\$3,250
OBC	N/A
Centerfold	\$4,500

### Terms and Conditions:

- **Guaranteed position - +15%**
- **Bleed (+1/4" on all sides) - +5%**
- **Publisher Ad preparation - \$100 flat fee**
- **Payment Terms:**
  - ✓ 50% due with signed contract.
  - ✓ Balance invoiced when ASource goes to press.
  - ✓ 1.5% monthly service charge on outstanding balances over 30 days.
  - ✓ 2% processing fee added to credit/debit card transactions
- **Payment Plans Available (must be done under credit card processing agreement; maximum 6 month duration).**

### Contact:

Larry Ribits, Publisher  
Office: (231) 537-3330 • Mobile: (716)536-2839  
Email: keatonpublications@yahoo.com

### Benefits and Upgrades

- **FREE copies of ASource to use with potential customers and/or employees.**
- **FREE code to place standard online version of ASource on your website. Customized versions available – ask for quote.**

**Contact Keaton Publications for more details!**

**FOR ONLY \$250 UPGRADE TO THE ASOURCE SMART AD!**  
**Track Contacts • Develop Leads • Make Sales**

### The ASource Smart AD

Allows you to turn your print ad into a lead generator you can measure. Create a mobile website to compliment your print ad along with a unique trackable QR code and lead generating text message code. Features.....

- **Mobile Landing Page that includes**
  1. Company logo
  2. Informational text block
  3. Your company contact information
  4. Contact capture form for lead generation information
  5. Social media widgets - Facebook, Twitter and/or Google Plus pages
  6. Optional styling to match look and feel of ad
- **Unique QR Code and texting code for display in your ad that drives traffic to your mobile page**
- **1 year hosting service for mobile landing page**

The **Metro Detroit ASource** is online @  
**www.metrodetroitarea.com!!!**