

plan it! magazine

the party planning resource guide



media kit

planitmagazine.com

plan it! magazine



The need for year-round event planning assistance has inspired **Plan It! Magazine**. This party planning guide is filled with trusted referrals and local businesses providing resources and services for planning social, lifecycle and corporate events. Updated and published twice yearly - this full color, glossy publication is content-rich, ensuring continual use and maximum exposure for your business.

OUR COMMITMENT ADDS VALUE

Six months of rack placement through our partnership with *The Metro Times* at high traffic locations.

1,200+ magazines will be direct mailed to Michigan businesses that plan multiple events. We have targeted companies with more than 200 employees and demographically fall within a 50-mile radius of Detroit.

Both editions are inserted in *The Jewish News* twice per calendar year

The magazine will be marketed online - year round - www.planitmagazine.com. Our online reach exceeds over 1,000 unique visitors monthly and is optimized to be found organically through keyword searches.

Advertisers will be highlighted on Star Trax's social media feeds.

(Facebook, Instagram and LinkedIn)

Hardcopies will be given to all Star Trax corporate and social event clients. In addition, www.planitmagazine.com is housed on the Star Trax website (www.startrax.com), in the email signature of every staff member, in monthly e-blasts, blogs and other direct-to-consumer outlets.

Advertisers will be promoted in the magazine's editorial content. Every issue features party planning tips from experts in the industry. Your advice and tips will be seen and your voice will be heard. Your name and company's byline will also be included.



star trax events
ENTERTAINMENT / PRODUCTION / VALET

2560 Wolcott, Ferndale, MI 48220
startrax.com / 248.263.6300 / becca@startrax.com

AD SPECIFICATIONS

FULL PAGE

8.5 x 11" with .125" bleeds

HALF PAGE

Vertical
4.25 x 11"

HALF PAGE

Horizontal
8.5 x 5.5"

QUARTER PAGE

4.25 x 5.5"

EIGHTH PAGE

4.25 x 2.25"

\$1500 ____ **BACK COVER** (8.5"W x 11"T with .125" bleeds)

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\$345 ____ **EIGHTH PAGE** (4.25"W x 2.25"T, Horizontal)

SPRING 2020 ART DEADLINE : Friday, March 13, 2020

FALL 2020 ART DEADLINE : Friday, August 21, 2020

ACCEPTED FILES : pdf or jpg

EMAIL ARTWORK TO : becca@startrax.com

LATE NIGHT WITH NATHANIEL

TRENDS

OUR TEAM IS ALWAYS ON THE LOOKOUT FOR WHAT IS TRENDING IN THE WORLD OF EVENTS. THE BEST GATHERINGS GIVE GUESTS SOMETHING TO TALK ABOUT LONG AFTER THE PARTY IS OVER.

There are so many moving parts and elements that make up an event. The event's success and the guest's experience are the top priorities. Our team is always on the lookout for what is trending in the world of events. The best gatherings give guests something to talk about long after the party is over.

EVENT TECHNOLOGY - Technology is a game-changer in the event industry. From social media to mobile apps, technology is making it easier than ever to plan and execute an event. Our team is always on the lookout for the latest and greatest in event technology.

CREATIVE SEATING DESIGNS - Seating is a critical part of any event. Creative seating designs can make a big difference in the guest's experience. Our team is always on the lookout for the latest and greatest in creative seating designs.

SHAKE THINGS UP - BE BOLD - Don't be afraid to shake things up. Be bold in your event planning. Our team is always on the lookout for the latest and greatest in event planning.

INSTAGRAM WORTHY PHOTO OPS - Instagram is a huge part of the event industry. Instagram worthy photo ops are a must for any event. Our team is always on the lookout for the latest and greatest in Instagram worthy photo ops.

DANIELLE HANNAH STAR TRAX EVENTS

experts dish

Having lovely fun from people that are planning for a long time. Mothers and friends move after hand beauty and hair - just do the work, most of the work. From your design and paper to the table and center piece, we asked our experts for their guidance. Here's what they had to say!

What's new, hot and trendy? - The event industry is always evolving. From social media to mobile apps, technology is making it easier than ever to plan and execute an event. Our team is always on the lookout for the latest and greatest in event technology.

What's the most important thing to remember? - The most important thing to remember is to be on time. Our team is always on the lookout for the latest and greatest in event planning.

What's the most common mistake? - The most common mistake is not having a backup plan. Our team is always on the lookout for the latest and greatest in event planning.

What's the most fun part of the job? - The most fun part of the job is seeing the guest's experience. Our team is always on the lookout for the latest and greatest in event planning.

What's the most challenging part of the job? - The most challenging part of the job is managing the budget. Our team is always on the lookout for the latest and greatest in event planning.

What's the most rewarding part of the job? - The most rewarding part of the job is seeing the guest's experience. Our team is always on the lookout for the latest and greatest in event planning.

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frequently asked questions... answered!

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FEATURED ADVERTORIAL



TRAILER EVENTS

MOBILE PARTY SOLUTIONS

We often come across "the perfect venue" for an event ... only to later find out that the site lacks kitchen space and sufficient resources needed for catering. While we are always able to find warmers, utility racks, and other basic catering essentials, we could never find a fully-equipped, rentable kitchen. Until we met Kristin Brochert, owner of Trailer Events. Trailer Events has made it possible for us to bypass what could have been a major event restriction or venue deal breaker and turn the space into a state-of-the-art facility.

Originally in the restoration business, Kristin offered a solution for anyone planning a renovation project or an emergency situation that required immediate restoration: a mobile kitchen. Her clients were mostly schools, summer camps, and nursing homes.

Word got around about these mobile units and it soon became obvious that the private events world could also utilize her brilliant idea of a mobile kitchen. Thus, Trailer Events was born. We had our solution to hosting events in fantastic venues with little or no kitchen space!

Trailer Events offers a state-of-the-art commercial grade, NSF Approved, and fully licensed mobile kitchen. The kitchen has a functional floor plan design and includes the necessary equipment to prepare and serve food in a clean, safe, mobile environment.

As Kristin's business grew, clients began asking for a specialty trailer for tailgating. State-of-the-art and equipped with a stainless-steel refrigerator, microwave, outside gas grill, generator, and private restroom, these specialty trailers offer a convenient mobile party solution. The trailers are Hi-tech with an HDTV monitor, remote, satellite, and Bluetooth capabilities.

In response to increased demand for mobile units, Kristin has added executive restroom trailers to her arsenal. We were fascinated by the beauty and functionality of these units. With separate entrances for men and women, the restrooms have private stalls, stainless trim mirrored vanities, hand sinks with warm water, LED lighting, and ventilation complete with heating and cooling systems in place. You never know when you'll be hosting an event in need of additional restrooms.

Kristin and her knowledgeable staff have taken the stumbling blocks out of hosting events. Their mobile kitchens, specialty trailers, and executive restroom trailers can be used for any event, whether it's a sophisticated corporate gathering, private occasion, tailgate party, or backyard BBQ. Trailer Events is fun to work with and passionate about perfection and customer satisfaction. They have you covered from A to Z and will certainly impress you with their capabilities at your next event!





TRAILER EVENTS
1470 Souther Drive
Troy, MI 48063
(855) 388-8300
trailerevents.com

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VALET PARKING

IT'S NOT ONLY ABOUT PARKING CARS

OUR GOAL is to make each customer feel comfortable leaving their vehicle in our care. Our commitment to our clients and attention to detail differentiates ourselves from other valet companies – you can trust us to take care of your vehicle as if it was our very own. Your experience with our service will be seamless, whether you are the host or the guest.

"VALET IS NOT JUST A SERVICE, IT'S A SCIENCE."

You would not believe what goes into orchestrating a seamless valet experience. It starts with a site visit and a well detailed plan. We check everything from curb height and location of accessible ramps to waiting areas and kiosk placement. A valet manager is on-site at every event. Their role includes a pre-event meeting with their team of parkers to ensure that all instructions are clearly delivered and no questions go unanswered. Once the event begins, you can be sure that our team is prepared to deliver a stellar experience.

Star Trax's commitment to customer service drives every member of our team. Our valet parkers are always ready to greet the next car or patron with a welcoming smile and a lending hand. Forget an item in your car – we'll run back and get it for you; need help carrying items into the venue – we'll bring them in; need assistance walking to the front door – we'll help. We live by the motto B.E.N. (Be Extra Nice) and we always aim to please – safely and as quickly as possible.

Star Trax provides valet parking services to more than 1,600 events each year. With over 300 parkers, we can handle any size event with outstanding service and satisfaction. Our leadership, experience and perfectly set up system have allowed us to park more than 60,000 cars this year.

IT'S THE STAR TRAX WAY!

BY TODD DUGGINS
VP VALET PARKING, STAR TRAX EVENTS

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Every business has a story to tell. Plan It! Magazine has an audience that is perfect to hear more about your business. You provide the pictures and together we write your story.

An advertorial is an advertisement disguised as a regular piece of magazine content.

This opportunity allows you to tell our readers personally about your product, services, and capabilities.

The process of creating an advertorial is seamless. Our design team does the heavy lifting.

Limit 3 advertorials per edition.

PRICE : \$1,000



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SOCIAL MEDIA VIDEO PROMO

The power of video is enormous on social media and can drastically increase the awareness and attention of your products and company.

We are excited to bring voice, energy, and a social media strategy to help tell your ongoing story and brand priorities. We will help you focus on providing VALUE and branded entertainment to promote your company in a fun and engaging way. We'll do this with bite-sized videos and pictures for your social media channels.



Social Media Emcee \$295 *(filmed from iPhone)*

One hour on-site at the location of your choosing. This will give you a full length promotional video for you to post on all of your social media channels and multiple short Instagram and Facebook story videos highlighting your product and service. **Sample video** [here](#).

Social Media Emcee + Videographer \$595

A videographer will accompany our Emcee on-site at the location of your choosing. We will create 2 polished, edited promotional videos for you to post across your social media channels. Plus, multiple short Instagram and Facebook story videos highlighting your product and service. **Sample video** [here](#) and [here](#).

Ongoing Social Media Content + Strategy

Let's meet to determine needs and price

Let us help you stay consistent with your content and messaging on social media each month. We'll handle creation and posting of content across your choice of Facebook, Instagram, YouTube, Twitter, LinkedIn, Snapchat, or TikTok.



2020 CONTRACT

COMPANY NAME: _____

CONTACT NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

BUSINESS PHONE: _____ CELL PHONE (OFFICE USE ONLY): _____

EMAIL: _____

RATES

☐ **SPRING/APRIL 2020 EDITION** ☐ **FALL/OCTOBER 2020 EDITION** ☐ **BOTH**

10% DISCOUNT -
*Commit to both,
invoiced separately*

\$1500 ____ **BACK COVER** (8.5"W x 11"T with .125" bleeds)

\$400 ____ **QUARTER PAGE** (4.25"W x 5.5"T, Vertical)

\$1200 ____ **FULL PAGE INSIDE FRONT/BACK COVER**

\$345 ____ **EIGHTH PAGE** (4.25"W x 2.25"T, Horizontal)

\$1000 ____ **FULL PAGE** (8.5"W x 11"T with .125" bleeds)

\$1000 ____ **FULL PAGE ADVERTORIAL**

SOCIAL MEDIA MARKETING

\$550 ____ **HALF PAGE** (8.5"W x 5.5"T, Horizontal)

\$295 ____ **SOCIAL MEDIA EMCEE**

\$550 ____ **HALF PAGE** (4.25"W x 11"T, Vertical)

\$595 ____ **SOCIAL MEDIA EMCEE + VIDEOGRAPHER**

TOTAL: \$ _____

Have you deducted 10% for choosing both publications? Spring payment due with contract. You will be billed for Fall.
Make checks payable to Star Trax or provide credit card info below.

CREDIT CARD NUMBER: _____ **EXP. DATE:** _____ **CVV:** _____

The person signing below acknowledges that they are an authorized representative of the advertiser
and agrees to all terms and conditions set forth herein with regards to Plan It! Magazine.

SIGNATURE: _____



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