

Michigan Manufacturers Association E-Newsletters

Advertising Rates

per Insertion	1X	2X	3X	4X	5X	6X	9X	12X	18X	27X	36X
Capitol Report	\$360						\$342		\$324	\$270	\$216
Environmental Report	\$200	\$180	\$170	\$160							
Health and Safety Report	\$200	\$180	\$170	\$160							
HR Report	\$300		\$270		\$255		\$240				
Technology Report	\$100		\$90		\$85		\$80				

Capitol Report (weekly when Legislature in session)

- Provides insight into the latest state and federal public policy developments that impact the manufacturing industry.
- Reaches 1,100 CEOs, presidents, owners, COOs, plant managers, government affairs professionals and other leaders.

Environmental Report (quarterly)

- Delivers in-depth information on environmental and regulatory public policy developments.
- Reaches 500 environmental and regulatory affairs professionals.

Health and Safety Report (quarterly)

- Provides workforce health, wellness and safety news, information and trends.
- Reaches 450 health, safety, human resources and wellness professionals.

HR Report (monthly)

- Delivers the latest news and information that impacts the human resources profession within the manufacturing industry.
- Reaches 850 HR executives and professionals.

Technology Report Report (monthly)

- Reports on the latest technology developments changing the manufacturing landscape and public policy developments that impact advanced manufacturing and other technology-based companies.
- Reaches 400 executive, technology, product development, innovation, government affairs and other professionals.

Specifications

To ensure the highest quality publication, the number of pixels is both minimum and maximum size. Acceptable files: GIF, animated GIF, JPEG, Flash. Maximum file size is 30K. All ads must be Web ready or additional fees may be added.

Web Ad Size (actual)

Tower –
150 x 250 pixels

Schedule

Ad files are due 5 business days prior to ad start; 10 business days if design/production is required. New ad materials may be substituted for multiple insertion contracts.

Graphic Design Rates

Layout and design of advertisements are available for an additional fee.
\$500 for new design
\$250 for redesign

Contact

For assistance or to submit ad files, contact Michelle Cordano, Advertising Sales Coordinator, at 517-487-8532 or cordano@mma-net.org.

