

Michigan Manufacturing
Insight

Membership magazine of the Michigan Manufacturers Association.

Advertising Rates

All ads are four-color

Cover positions	1X	3X	6X
Back cover:	\$2,600	\$2,350	\$2,225
Inside front cover:	\$2,350	\$2,125	\$2,025
Inside back cover:	\$2,300	\$2,100	\$2,000
Display positions	1X	3X	6X
Two page spread:	\$3,800	\$3,300	\$3,100
One page spread:	\$2,240	\$1,950	\$1,700
2/3 page spread (banner):	\$1,700	\$1,450	\$1,200
Full page:	\$1,900	\$1,650	\$1,550
2/3 page:	\$1,350	\$1,150	\$1,025
1/2 page:	\$1,120	\$975	\$850
1/3 page:	\$850	\$725	\$600
1/4 page:	\$700	\$575	\$475

Rates shown are for digital ads submitted as specified. Any layout, art work, typesetting, halftones, etc., will be charged to advertiser at cost.

The publisher reserves the right to change the rates and terms at any time without notice provided that, for any contract advertiser, the published rates shall continue to apply for issues published within 120 days after the effective date of such change.

Advertising Deadlines

Issue	Ad space close	Ad materials close	Mail date
Jan./Feb.	Nov. 20	Dec. 1	Jan. 1
Mar./Apr.	Jan. 20	Feb. 1	Mar. 1
May/June	Mar. 20	Apr. 1	May 1
July/Aug.	May 20	June 1	July 1
Sept./Oct.	July 20	Aug. 1	Sept. 1
Nov./Dec.	Sept. 20	Oct. 1	Nov. 1

Graphic Design Rates

Layout and design of advertisements are available for an additional fee.

\$500 for new design

\$250 for redesign

Contact and Submission

For assistance or to submit ad files, contact Michelle Cordano, Advertising Sales Coordinator, at 517-487-8532; fax: 517-372-3322; or e-mail cordano@mma-net.org.



Advertising Sizes

Trim size 8½" x 11"

All dimensions listed width x height. Other configurations may be available. Allow ¼" for bleeds.

