

# Michigan Manufacturers Association Seminar and Education Brochure

## Advertising Rates

**All ads are four-color**

<b>Cover positions</b>	<b>1X</b>	<b>2X</b>
Back cover:	\$2,600	\$2,350
Inside front cover:	\$2,350	\$2,125
Inside back cover:	\$2,300	\$2,100

<b>Display positions</b>	<b>1X</b>	<b>2X</b>
Full page:	\$1,900	\$1,650
1/2 page:	\$1,120	\$975
1/3 page:	\$850	\$725
1/4 page:	\$700	\$575

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

<b>Issue</b>	<b>Ad space close</b>	<b>Ad materials close</b>	<b>Mail date</b>
Fall 2009	Aug. 10	Aug. 12	Sep. 14
Spring 2010	Feb. 1	Feb. 3	Mar. 8
Fall 2010	Aug. 9	Aug. 11	Sep. 13
Spring 2011	Feb. 7	Feb. 9	Mar. 14
Fall 2011	Aug. 8	Aug. 10	Sep. 12

## 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](mailto:cordano@mma-net.org).

## Advertising Sizes

Trim size 8<sup>1</sup>/<sub>2</sub>" x 8<sup>1</sup>/<sub>8</sub>"

All dimensions listed width x height. Other configurations may be available. Allow 1/4" for bleeds.

