

Michigan Manufacturing Insight

A publication 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 for 2011

Issue	Ad space close	Ad materials close	Mail date
January/February	December 10	December 17	January 14
March/April	February 11	February 18	March 15
May/June	April 25	May 2	May 27
July/August	June 15	June 22	July 15
September/October	August 16	August 23	September 15
November/December	October 14	October 21	November 15

Graphic Design Rates

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

\$500 for new design

\$250 for redesign

(MMA members take 10% off!)

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 8 1/2" x 11"

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

