



# Seminar and Event Catalog

## Advertising Rates

**All ads are four-color**

Cover positions	1X	2X
Back cover:	\$2,600	\$2,350
Inside front cover:	\$2,350	\$2,125
Inside back cover:	\$2,300	\$2,100
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 for 2011

Issue	Ad space close	Ad materials close	Mail date
Spring 2011	February 10	February 21	March 15
Fall 2011	August 10	August 19	September 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](mailto:cordano@mma-net.org).

## Advertising Sizes

Trim size 8 1/2" x 8 1/8"

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

