

MICHIGAN OSTEOPATHIC ASSOCIATION RATE CARD

FEATURE ISSUES	ADVERTISING RATES PER INSERTION				SPECIAL FEATURES	ELECTRONIC AD SUBMISSION GUIDE
	SIZE	TRIAD	TRIAD	TRIAD		
			*(3 x rate)	**(5 x rate)		
<p>MEMBERSHIP DIRECTORY <i>Member listing & resource guide</i> Ad Space Deadline:1/18 Ad Copy Deadline:1/22 Publication Release: late Feb</p>	<p>Back Cover (4 color) \$1785 Inside Covers (4 color) 1672 Full Page (4 Color) 1469 1/2 Page (4 Color)** 755 1/4 Page (4 Color) 395 Full Page (B/W) 800 1/2 Page (B/W)** 500 1/4 Page (B/W) 297</p>	<p>\$1583 1479 1336 675 340 735 410 245</p>	<p>\$1440 1455 1195 585 295 680 377 215</p>	<p>ISSUE SPONSORSHIP Includes: logo & page reference on cover & full page four-color ad: \$2000</p> <p>FIXED POSITIONS Add 15% to ad unless otherwise noted.</p>	<p>When electronically submitting your ads to us, please send them using the following formats.</p> <p>Media: You can send us your ad as an email attachment or you can send it to us on the following: send to: gretchenchris@villagepress.com</p> <ul style="list-style-type: none"> ▪ 100MB Zip Disk ▪ 3.5" inch 1.44MB floppy disk ▪ CD ▪ 3.5" inch & 5.25" optical disk (up to 1.2GB) ▪ 1GB Iomega Jaz Disk ▪ SyQuest 5.25" disk (44MB, 88MB or 200MB only) 	
<p>SPRING TRIAD Ad Space Deadline:3/1 Ad Copy Deadline:3/8 Publication Release: April 6</p>	<p>*includes all 3 issues **includes all 3 Triads, Program and Directory **1/2 pg 4 Color ISL = \$825 3 x = \$745 5x = \$690 ** 1/2 pg B/W ISL = \$575, 3 x = \$450 5x = 395</p>	<p>Commissions All pricing is NET. An agency placing advertising should add their commission when billing their advertiser.</p>	<p>MOA UPDATE Monthly Newsletter Monthly Sponsors: Full B/W = \$1495, 1/2 = \$692.50, 1/4 = \$346.25 Space is very limited. Reserve early. Reserve by 15th of prev month.</p>	<p>We accept all versions of the following program file formats:</p> <ul style="list-style-type: none"> ▪ Quark Xpress ▪ Adobe PageMaker ▪ Adobe Illustrator ▪ Macromedia Freehand ▪ Adobe Photoshop ▪ Adobe InDesign 		
<p>PROGRAM 2008 MOA Annual Convention Guide Ad Space Deadline:3/30 Ad Copy Deadline:4/6 Publication Release: May 9</p>	<p>Late Charges Invoices are prepared following publication of the magazine. Payment is due within 30 days from the date of the invoice. Late payments are subject to a 5% monthly finance charge.</p> <p>Production Charges Advertisers not submitting camera-ready artwork or an approved electronic format are billed at cost for design, typesetting and other preparations. Camera work, including enlargement or reduction of ad copy to fit contract space, is charged to the advertiser.</p>	<p>Mechanical Ad Requirements Black & White Negatives: Right reading, emulsion side down, 133 line screen preferred. Color Negatives: Right reading, emulsion side down, 150 line screen, color proofs required.</p>	<p>Classified Advertising \$1.50 per word (minimum \$50 charge)</p>	<p>Scanned Images: 300 dpi or higher for color and grayscale and 800 dpi or higher for line art. Scanned images must be in CMYK (cyan, magenta, yellow, black) and not RGB (red, green, blue). We can accept the following file formats:</p> <ul style="list-style-type: none"> ▪ JPEG ▪ TIFF ▪ EPS ▪ GIF ▪ BMP ▪ PDF (include fonts when saving) 		
<p>SUMMER/FALL TRIAD Ad Space Deadline:7/13 Ad Copy Deadline:7/20 Publication Release: Late August</p>	<p>Mechanical Requirements Trim Size: 8 1/8" x 10 7/8" Printing: Sheet Fed Offset Binding: Saddle Wire</p>	<p>Publication Specifications WIDTH HEIGHT Full Page (non-bleed) 7" 9 5/8" Full Page (Bleed)* 8 1/8" 10 3/4" 1/2 Page (island) 4 13/16" 7 1/2" 1/2 Page (horizontal) 7" 4 3/4" 1/4 Page (vertical) 3 1/4" 4 3/4"</p>	<p>Bold/Underline: \$12.00 Border: \$12.00</p>	<p>Please email electronic ad files over 3MB to FTU site. Contact Gretchen Christensen 888-822-3102 for instructions.</p>		
<p>FALL/WINTER TRIAD Ad Space Deadline:10/11 Ad Copy Deadline:10/18 Publication Release: Mid November</p>	<p>*keep live area 1 inch from all sides</p>		<p>Contact Gretchen Christensen 888-822-3102 for more information</p>			