

MICHIGAN OSTEOPATHIC ASSOCIATION RATE CARD

FEATURE ISSUES	ADVERTISING RATES PER INSERTION			SPECIAL FEATURES	ELECTRONIC AD SUBMISSION GUIDE
	SIZE	TRIAD	TRIAD <i>*(3 x rate)</i>	TRIAD <i>** (5 x rate)</i>	
FALL/WINTER Ad Space Deadline:10/6 Ad Copy Deadline:10/23 Publication Release: Nov	Back Cover (4 color)	\$1803	\$1598	\$1470	When electronically submitting your ads to us, please send them using the following formats. Media: You can send us your ad as an email attachment gretchenchris@villagepress.com If over 3MB see http://www.villagepress.com/support.php for FTU information We accept all versions of the following program file formats: <ul style="list-style-type: none"> ▪ Quark Xpress ▪ Adobe InDesign ▪ Adobe Illustrator ▪ Adobe Photoshop 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: <ul style="list-style-type: none"> ▪ JPEG ▪ TIFF ▪ EPS ▪ GIF ▪ BMP ▪ PDF (include fonts when saving) Contact Gretchen Christensen 888-822-3102 for instructions.
	Inside Covers (4 color)	1688	1493	1469	
	Full Page (4 Color)	1483	1349	1206	
	1/2 Page (4 Color)	825	745	690	
	1/4 Page (4 Color)	420	380	350	
	Full Page (B/W)	900	795	700	
	1/2 Page (B/W)	575	450	395	
	1/4 Page (B/W)	310	250	215	
	Tab in Directory : front of tab = \$1469 Back = \$1457				
	*includes all 3 issues **includes all 3 Triads, Program and Directory				
	Commissions All pricing is NET. An agency placing advertising should add their commission when billing their advertiser.				
	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.				
	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.				
	Mechanical Ad Requirements <i>Black & White Negatives:</i> Right reading, emulsion side down, 133 line screen preferred. <i>Color Negatives:</i> Right reading, emulsion side down, 150 line screen, color proofs required.				
	Publication Specifications Trim Size: 8 1/8" x 10 7/8" Printing: Sheet Fed Offset Binding: Saddle Wire				
	Mechanical Requirements				
	SIZE	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"		
	*Add 1/4" to all sides but keep live area 1/2" inch from all sides				
ANNUAL MEMBERSHIP DIRECTORY <i>Member listing & resource guide</i> Ad Space Deadline:1/18 Ad Copy Deadline:1/22 Publication Release: late Feb					
SPRING Ad Space Deadline:3/1 Ad Copy Deadline:3/8 Publication Release: April					
PROGRAM <i>Annual Convention Guide</i> Ad Space Deadline:3/30 Ad Copy Deadline:4/6 Publication Release: May 9					
SUMMER/FALL Ad Space Deadline:7/13 Ad Copy Deadline:7/20 Publication Release: Aug					
	ISSUE SPONSORSHIP Includes: Logo & page reference on cover & full page four-color ad: \$2000				
	FIXED POSITIONS Add 15% to ad unless otherwise noted.				
	<hr/> UPDATE MOA Monthly Newsletter				
	Monthly Sponsors: Full B/W =\$1510, 1/2 = \$770, 1/4 = \$395.00				
	<i>Space is very limited. Reserve early. Reserve by 15th of prev month.</i>				
	Classified Advertising \$1.50 per word <i>(minimum \$50 charge)</i>				
	Bold/Underline: \$12.00 Border: \$12.00				
	Contact Gretchen Christensen 888-822-3102 for more information				