

# Display Advertising Information & Rates

Rates effective July 1, 2011, until further notice

## About Michigan Township News (MTN)

Published monthly, except for a combined January/February issue, by the Michigan Townships Association (MTA), this newsmagazine is circulated to over 6,500 elected township officials including supervisors, clerks, treasurers and trustees, as well as hundreds of planning commission chairpersons, and township attorneys and auditors. Member county elected officials, equalization directors and road commissioners also receive the magazine, as do state officials, and state and federal legislators. Total Circulation: 9,600.

## About Pricing and Billing

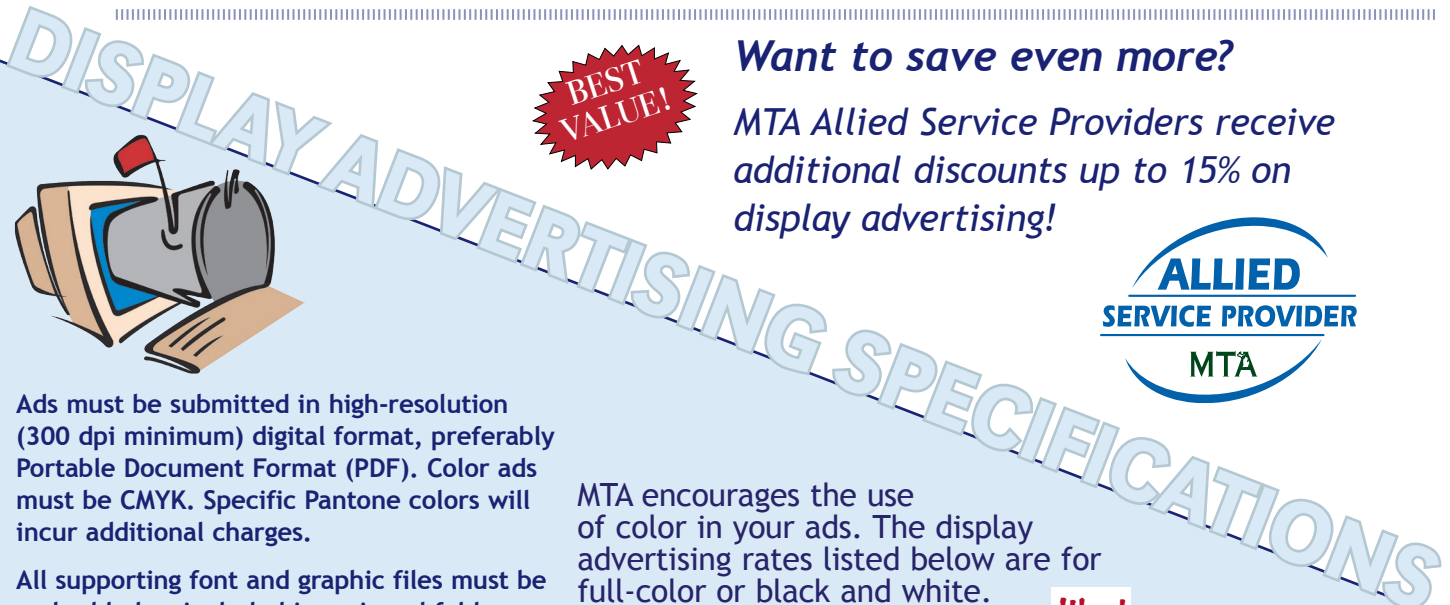
**Frequency Discounts** are earned on the basis of total advertising placed in the MTN within a 12-month period. The largest discount is available to those who advertise 11 times per year.

**Payment of Invoices** is expected within 30 days of issuance of the invoice. Invoices for display ads are sent at the beginning of the month. Advertising contracts will be suspended if invoices are more than 90 days past due.

**Billing Options** include pre-payment annual billing for companies with display ad contracts in good standing. Established advertisers may be invoiced monthly.

**General Regulations**—All advertising is subject to publisher approval. MTA reserves the right to reject any advertising, or cancel any advertisement, insertion order or contract at any time. Placement of advertising is not an endorsement of products or services by the Michigan Townships Association.

**Cancellation Policy**—Contracts and orders for insertion are due by the closing date of the issue, and cannot be cancelled after that date.



### Want to save even more?

MTA Allied Service Providers receive additional discounts up to 15% on display advertising!



Ads must be submitted in high-resolution (300 dpi minimum) digital format, preferably Portable Document Format (PDF). Color ads must be CMYK. Specific Pantone colors will incur additional charges.

All supporting font and graphic files must be embedded or included in a zipped folder.

MTA must receive ad copy by the end of the first full week of the month *two months prior to the issue date*. EXAMPLE: For the August 2011 issue, ad copy must be received by the end of the first week in June 2011.

Changes in ad size, copy, frequency or other issues affecting the contract must be confirmed in writing or by email.

Questions can be directed to Ashley Bowman at (517) 321-6467 or email [ashley@michigantownships.org](mailto:ashley@michigantownships.org).

MTA encourages the use of color in your ads. The display advertising rates listed below are for full-color or black and white.

Frequency	Wow!		
	x11	x6-10	x1-5
Full page - 8.5" x 11"	\$650	\$680	\$705
Half-page - 7.17" x 4.67"	\$400	\$425	\$445
Third-page - 2.25" x 9.625"	\$340	\$360	\$375
Quarter-page - 3.5" x 4.67"	\$285	\$305	\$320
Eighth-page - 3.5" x 2.25"	\$175	\$190	\$200
<b>Special Positions</b> <i>(subject to availability)</i>			
Inside Front Cover - 8.5" x 11"	\$875	\$910	\$940
Inside Back Cover - 8.5" x 11"	\$775	\$805	\$830
Back Cover - 7.5" x 8.25"	\$975	\$1,015	\$1,050

# Display Advertising Contract

Company/Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact Person \_\_\_\_\_

Title \_\_\_\_\_ Email \_\_\_\_\_

Phone (\_\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_\_) \_\_\_\_\_

## See Display Advertising Information & Rate Sheet, for more information

I agree to have our ad published in the *Michigan Township News* for \_\_\_\_\_ issue(s) annually at the rate of \$\_\_\_\_\_ per issue (See ad information and rate sheet).

Advertising copy (Check one):  
 \_\_\_\_\_ Enclosed \_\_\_\_\_ Will be sent under separate cover

Check enclosed for \$\_\_\_\_\_

Invoice my company (Available to established advertisers):  
 \_\_\_\_\_ MONTHLY  
 \_\_\_\_\_ ANNUALLY (requires prepayment)

Credit Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Cardholder Name: \_\_\_\_\_

Starting issue date: \_\_\_\_\_

Check the issue(s) in which you would like your ad placed (indicate year):

- |   |  |
|---|--|
| <input type="checkbox"/> Jan./Feb. _____ (year) | <input type="checkbox"/> August _____ (year) |
| <input type="checkbox"/> March _____            | <input type="checkbox"/> September _____     |
| <input type="checkbox"/> April _____            | <input type="checkbox"/> October _____       |
| <input type="checkbox"/> May _____              | <input type="checkbox"/> November _____      |
| <input type="checkbox"/> June _____             | <input type="checkbox"/> December _____      |
| <input type="checkbox"/> July _____             |  |

Indicate Ad Size: \_\_\_\_\_ circle one

- |  |       |
|--|-------|
| <input type="checkbox"/> Full-page (8.5" x 11") w/bleeds | 4C BW |
| <input type="checkbox"/> Half-page (7.17" x 4.67")       | 4C BW |
| <input type="checkbox"/> Third-page (2.25" x 9.625")     | 4C BW |
| <input type="checkbox"/> Quarter-page (3.5" x 4.67")     | 4C BW |
| <input type="checkbox"/> Eighth-page (3.5" x 2.25")      | 4C BW |
| Special Positions  |       |
| <input type="checkbox"/> Inside front cover (8.5" x 11") | 4C BW |
| <input type="checkbox"/> Inside back cover (8.5" x 11")  | 4C BW |
| <input type="checkbox"/> Back cover (8.5" x 11")         | 4C BW |



MTA Allied Service Providers enjoy many benefits, including additional discounts up to 15% on display ads 1/4-page and larger year-round.

If you would like more information on this prestigious program, check this box.  **Yes! Please contact me!**

I understand that any ad copy changes must be submitted two months (60 days) prior to the issue in which I want the changes to appear. I authorize my previous ad to be repeated if the new copy or instructions are not furnished by the ad closing date. Ad copy that needs manipulation by MTA staff in order to print will incur additional costs at the rate of \$60 per hour.

The Michigan Townships Association reserves the right to reject any advertising, or interrupt insertion of ads if the advertiser's account becomes more than 90 days past due. If the company wishes to interrupt this contract before it is completed, MTA must be given 60 days' notice, and billing will be adjusted to reflect the appropriate ad frequency rate. *Please retain a copy of this contract for your records.*

PRINT NAME OF PERSON SIGNING CONTRACT

SIGNATURE

DATE