

Michigan Township Focus

Display Advertising Information

Published monthly, except for a combined Spring issue, by the Michigan Townships Association (MTA), *Township Focus* magazine is circulated to more than 6,500 elected township officials including supervisors, clerks, treasurers and trustees, as well as more than 1,000 planning commission chairpersons, township attorneys and superintendents/managers. Member county elected officials, equalization directors and road commissioner chairpersons also receive the magazine, as do state officials, and state and federal legislators.

Total Circulation: 9,600 plus thousands of additional exposures through "pass-along" value to other township employees.

Pricing and Billing

Frequency discounts are earned on the basis of total advertising placed in *Township Focus* within a 12-month period. Receive the largest discount by advertising in *Township Focus* 11 times per year.

Billing options include annual pre-payment or monthly invoices for companies with contracts in good standing. 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. NOTE: New advertisers are required to pay two months in advance until a line of credit with MTA is established.

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



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

Specifications

Ads must be submitted in high-resolution (300 dpi minimum) digital format, preferably PDF, TIF or EPS. 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 six weeks prior to the issue date. EXAMPLE: For the October issue, ad copy must be received by mid-August.

Changes in ad size, copy, frequency or other issues affecting the contract must be confirmed in writing or emailed to MTA.

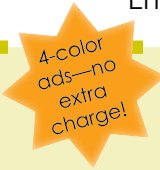
Questions may be directed to
Ashley at (517) 321-6467, ext. 254
or email ashley@michigantownships.org.

Save even more!

Become an MTA Allied Service Provider to receive additional discounts up to 15% off display advertising rates! Find out more at www.michigantownships.org/asp.asp

Michigan Township Focus

Company/Firm _____
 Address _____
 City _____ State _____ Zip _____
 Contact Person _____ Title _____
 Email _____ Phone _____



Insertion order & rates

Starting insertion issue and year: _____

Select issue(s):

- January
- February
- March/April
- May
- June
- July
- August
- September
- October
- November
- December



Allied Service Providers receive discounts on display ads 1/4-page and larger.

- President's Round Table (15% off)
- Leadership Circle (10% off)
- Keystone Club (5% off)

Indicate ad size and frequency:

	Rate per insertion		
	x11	x6-10	x1-5
<input type="checkbox"/> Full-page (8.5" x 11") w/bleeds	\$910	\$960	\$1,000
<input type="checkbox"/> Half-page (7.17" x 4.67")	\$565	\$610	\$645
<input type="checkbox"/> Quarter-page (3.5" x 4.67")	\$410	\$445	\$475
<input type="checkbox"/> Eighth-page (3.5" x 2.25")	\$255	\$285	\$310

Special positions (subject to availability)

- Inside front cover (8.5" x 11") w/bleeds **\$1,070** \$1,120 \$1,160
- Inside back cover (8.5" x 11") w/bleeds **\$965** \$1,005 \$1,045
- Back cover (7.5" x 8.25") **\$1,175** \$1,230 \$1,275

I agree to have our ad published in *Township Focus* for _____ issue(s) annually at the rate of \$ _____ per issue. (NOTE: Size of ad may vary month to month. Contact MTA for details.)

Advertising copy (check one):

- Enclosed
- Will be sent under separate cover
- Use ad on file

Billing options (check one):

- Check enclosed for \$ _____
- Invoice my company (available to established advertisers):
 - Monthly
 - Annual prepayment for all ads
- New advertiser (prepayment required) VISA MasterCard

Credit Card #: _____ Exp. Date: _____

Cardholder Name: _____

I understand that any ad copy changes must be submitted six weeks 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