

### New way to reach Michigan's township leaders!

Put your company's name before nearly 10,000 Michigan leaders by advertising in MTA's weekly *Township Insights* newsletter. Covering legislative updates and news critical to Michigan's township, *Township Insights* is sent each Friday to township elected and appointed officials, as well as managers/superintendents and employees—as well as MTA-member county leaders, state and federal lawmakers, and more.

**Total circulation:** 9,900+

**Average open rate:** 44% *Higher than the industry standard of 18%*

### Pricing and billing

Ads are sold on a monthly basis and run for at least four weekly issues.

**Billing options** include pre-payment or monthly invoices for companies with contracts in good standing. Invoices for digital ads are sent following the contracted month. Payment of invoices is expected within 30 days of issuance of the invoice. Contracts will be suspended if invoices are more than 90 days past due. NOTE: New advertisers are required to pay 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 and for any reason. Placement of advertising is not an endorsement of products or services by MTA.

**Cancellation policy**—Contracts and orders for insertion are due two weeks before publication. Any cancellations must be received in writing one month prior to publication and will be prorated to reflect new ad frequency.

**BEST DEAL! Advertise in the complete issue—all three ads—for the most visibility for your company!**



### Specifications

Full-color graphics should be supplied as .JPG or .GIF files, 72 dpi and in RGB format. The ad will be linked to the company's website home page. Ads that contain Flash will not be accepted.

MTA must receive ad copy two weeks prior to the issue date. EXAMPLE: For the Jan. 29 issue, ad copy must be received by Jan. 15.

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

Design services can be provided at a rate of \$60/hour. An estimate of time will be provided prior to design execution.

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

How to submit your ad:

- Keep a copy of this contract and information for your records.
- Send this contract and artwork via email to ashley@michigantownships.org.
- Questions? Contact Ashley Maher at ashley@michigantownships.org or 517.321.6467.

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

Address \_\_\_\_\_

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

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

Email \_\_\_\_\_ Phone \_\_\_\_\_

Insertion order & rates		Indicate placement and frequency:	
Select month(s):	<input type="checkbox"/> July	<input type="checkbox"/> Sidebar ad (400 px x 400 px)	<b>\$400/month</b> x _____ month(s) = _____
<input type="checkbox"/> January	<input type="checkbox"/> August	<input type="checkbox"/> Internal ad (600 px x 195 px)	<b>\$400/month</b> x _____ month(s) = _____
<input type="checkbox"/> February	<input type="checkbox"/> September	<input type="checkbox"/> Footer ad (600 px x 195 px)	<b>\$500/month</b> x _____ month(s) = _____
<input type="checkbox"/> March	<input type="checkbox"/> October	<b>BEST DEAL! MOST VISIBILITY!</b>	
<input type="checkbox"/> April	<input type="checkbox"/> November	<input type="checkbox"/> Complete issue	<b>\$1,000/month</b> x _____ month(s) = _____
<input type="checkbox"/> May	<input type="checkbox"/> December	(Sidebar, internal & footer ad)	
<input type="checkbox"/> June			
			Allied Service Provider discount: \$ - _____
			<b>Total: \$</b> _____

**Billing options** (check one):

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

Invoice my company (available to established advertisers):

Monthly     Annual prepayment for all ads

New advertiser (prepayment required, see page 1)

Credit card  VISA  MasterCard

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

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



Allied Service Providers receive discounts on digital ads.

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

I understand that any ad copy changes must be submitted two 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 be displayed 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 30 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