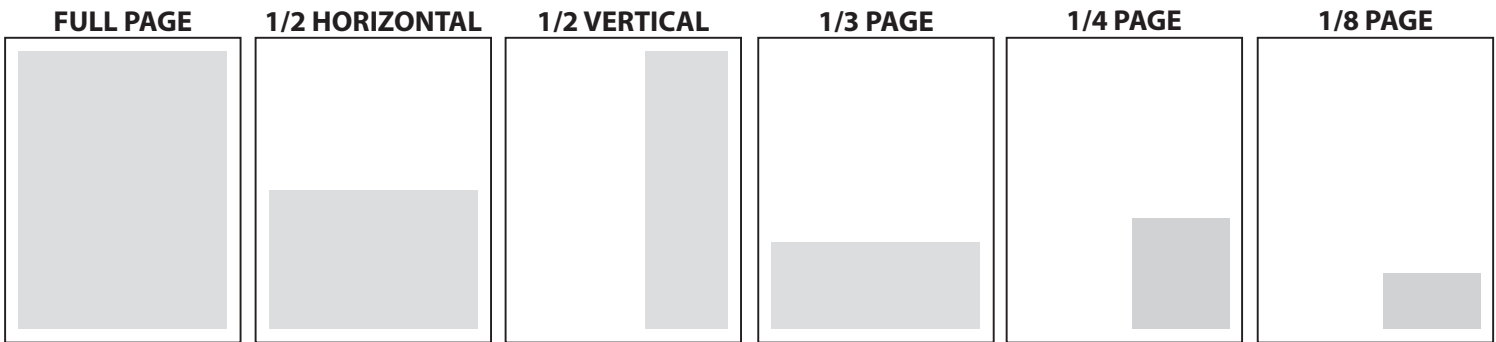


# Michigan Association of County Drain Commissioners

## 2017 Pipeline & Annual Directory FULL COLOR ADVERTISING RATES

<b>PIPELINE Magazine</b>			<b>Materials Due - See Below</b>
Ad Size	Single Rate	4 Issue Rate	Ad Size (WxH)
Full Page	\$480	\$430	Full Bleed 7" x 10.5"   No Bleed 6" x 9.5"
1/2 Page	\$430	\$390	Horizontal 6" x 4.75"   Vertical 3.25" x 9.5"
1/4 Page	\$330	\$300	3" x 4.75" Vertical ONLY
1/8 Page	\$260	\$240	3" x 2.25"
OBC	\$470	\$420	6" x 4.75" (Half Page)
IFC/IBC	\$450	\$400	6" x 4.75" (Half Page)

<b>Annual Directory</b>			<b>Artwork Due - January 16</b>		
Interior Page Placement			Premium Placement		
Ad Size	Price	Ad Size (WxH)	Ad Size	Price	Ad Size (WxH)
Full Page	\$370	3" x 6"	Page 1 or 2	\$430	3" x 6"
1/2 Page	\$310	3" x 3"	OBC	\$450	3" x 6"
1/3 Page	\$260	3" x 2"	IFC/IBC	\$440	3" x 6"

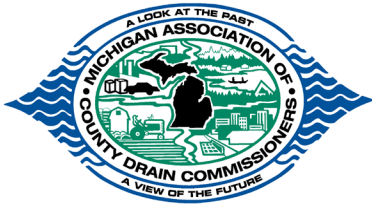


### AD MATERIAL REQUIREMENTS

- We accept high-res .tif, .jpg, .eps, Adobe Illustrator, Adobe InDesign, or Adobe Acrobat PDF.
- Ads should be in the correct dimensions.
- Transfers should include document file and all associated files: logos, art, photos and fonts.
- For best results, scanned photos and/or digital artwork must be at **least 300 dpi** at the intended print size.
- **We appreciate your attention to the above graphic standards.**

<b>2017 PIPELINE Publication Schedule</b>		
	<b>Artwork Due</b>	<b>Projected Distribution Date</b>
1 <sup>st</sup>	February 17	March 17
2 <sup>nd</sup>	May 5	June 16
3 <sup>rd</sup>	August 4	September 15
4 <sup>th</sup>	November 3	December 15

**Submit ad materials to:**  
 HILLARY WALILKO  
 Phone: 517.484.9761  
 Fax: 517.371.1170  
 E-mail: walilko.h@gcsionline.com



# Michigan Association of County Drain Commissioners

## 2017 Pipeline & Annual Directory Advertising Contract

Company \_\_\_\_\_

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

Address \_\_\_\_\_

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

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

Authorized Signature (required) \_\_\_\_\_

### PIPELINE Magazine

Ad Size	Single	1 Year (4 issues)*	Ad Artwork
Full Page	<input type="checkbox"/> \$480	<input type="checkbox"/> \$430	<input type="checkbox"/> Use art from 2016 <input type="checkbox"/> I will provide new art by due date Indicate the issue(s) in which your ad will appear (Mark the box <input checked="" type="checkbox"/> ): <input type="checkbox"/> All Four Issues <b>Artwork due dates:</b> <input type="checkbox"/> First Quarter <b>February 17</b> <input type="checkbox"/> Second Quarter <b>May 5</b> <input type="checkbox"/> Third Quarter <b>August 4</b> <input type="checkbox"/> Fourth Quarter <b>November 3</b>
1/2 Page	<input type="checkbox"/> \$430	<input type="checkbox"/> \$390	
1/4 Page	<input type="checkbox"/> \$330	<input type="checkbox"/> \$300	
1/8 Page	<input type="checkbox"/> \$260	<input type="checkbox"/> \$240	
OBC	<input type="checkbox"/> \$470	<input type="checkbox"/> \$420	
<input type="checkbox"/> IFC <input type="checkbox"/> IBC	<input type="checkbox"/> \$450	<input type="checkbox"/> \$400	
*price per issue			

\*Rates above assume current MACDC membership. If not a member add \$95 per issue.

### Annual Directory

Ad Size	Price
Full Page	<input type="checkbox"/> \$370
1/2 Page	<input type="checkbox"/> \$310
1/3 Page	<input type="checkbox"/> \$260
Page <input type="checkbox"/> 1 or <input type="checkbox"/> 2	<input type="checkbox"/> \$430
OBC	<input type="checkbox"/> \$450
<input type="checkbox"/> IFC <input type="checkbox"/> IBC	<input type="checkbox"/> \$440
<input type="checkbox"/> Use art from 2016 <input type="checkbox"/> I will provide new art by due date	
<b>Artwork Due - January 16</b>	

### ADVERTISING TOTALS

Pipeline Ad	\$ _____
Directory Ad	\$ _____
Directory Copies (# of copies ____ x \$5)	\$ _____
2017 Membership Dues (add \$300)	\$ _____
<b>Advertising Total</b>	<b>\$ _____</b>

### PAYMENT METHOD

Bill me once for selected issues     Bill me quarterly  
 Check payable to MCA    Check # \_\_\_\_\_    Credit Card:     VISA     MasterCard

Credit Card Number: \_\_\_\_\_ Expiration: \_\_\_\_\_

Code: \_\_\_\_\_ Zip Code: \_\_\_\_\_ Signature: \_\_\_\_\_

**Michigan Association of County Drain Commissioners**  
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