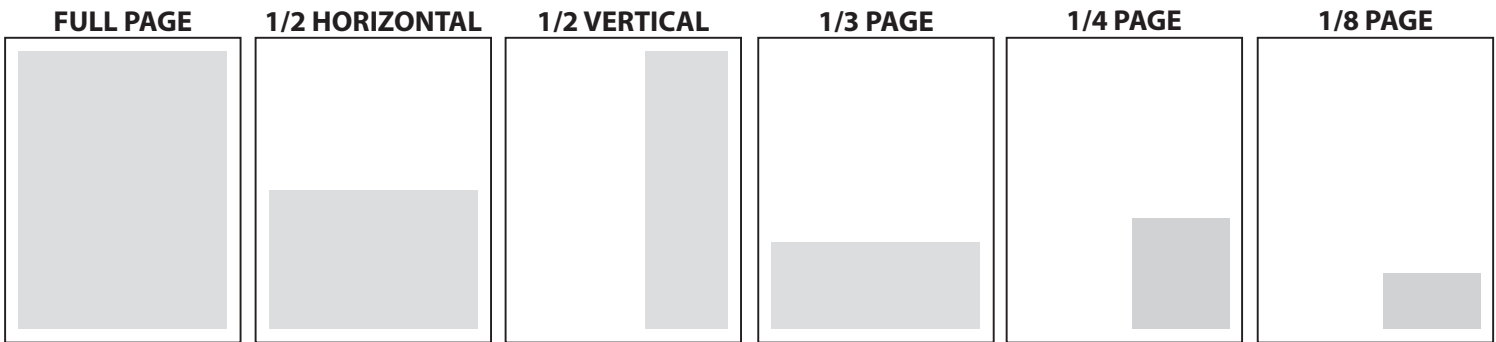


Michigan Association of County Drain Commissioners

2018 Pipeline & Annual Directory FULL COLOR ADVERTISING RATES

PIPELINE Magazine			Materials Due - See Below
Ad Size	Single Rate	1 Year (4 Issue) Rate	Ad Size (WxH)
Full Page	\$500	\$1,800 (\$150 per issue)	Full Bleed 7" x 10.5" No Bleed 6" x 9.5"
1/2 Page	\$450	\$1,640 (\$410 per issue)	Horizontal 6" x 4.75" Vertical 3.25" x 9.5"
1/4 Page	\$350	\$1,280 (\$320 per issue)	3" x 4.75" Vertical ONLY
1/8 Page	\$270	\$1,000 (\$250 per issue)	3" x 2.25"
OBC	\$490	\$1,760 (\$440 per issue)	6" x 4.75" (Half Page)
IFC/IBC	\$470	\$1,680 (\$420 per issue)	6" x 4.75" (Half Page)

Annual Directory			Artwork Due - January 16		
Interior Page Placement			Premium Placement		
Ad Size	Price	Ad Size (WxH)	Ad Size	Price	Ad Size (WxH)
Full Page	\$390	3" x 6"	Page 1 or 2	\$450	3" x 6"
1/2 Page	\$330	3" x 3"	OBC	\$470	3" x 6"
1/3 Page	\$270	3" x 2"	IFC/IBC	\$460	3" x 6"

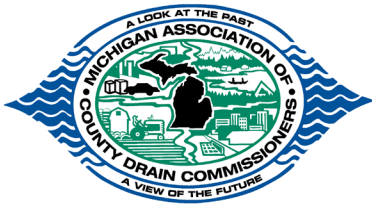


AD MATERIAL REQUIREMENTS

- 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.**

2018 PIPELINE Publication Schedule		
	Artwork Due	Projected Distribution Date
1 st	February 17	March 16
2 nd	May 5	June 15
3 rd	August 4	September 14
4 th	November 3	December 14

Submit ad materials to:
 ADMIN@MACDC.US
 Phone: 517.484.9761
 Fax: 517.371.1170



Michigan Association of County Drain Commissioners

2018 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"/> \$500	<input type="checkbox"/> \$1,800 (\$450 per issue)	<input type="checkbox"/> Use art from 2017	<input type="checkbox"/> I will provide new art by due date
1/2 Page	<input type="checkbox"/> \$450	<input type="checkbox"/> \$1,640 (\$410 per issue)	Indicate the issue(s) in which your ad will appear <input checked="" type="checkbox"/> :	
1/4 Page	<input type="checkbox"/> \$350	<input type="checkbox"/> \$1,280 (\$320 per issue)	<input type="checkbox"/> All Four Issues	Artwork due dates:
1/8 Page	<input type="checkbox"/> \$270	<input type="checkbox"/> \$1,000 (\$250 per issue)	<input type="checkbox"/> First Quarter	February 17
OBC	<input type="checkbox"/> \$490	<input type="checkbox"/> \$1,760 (440 per issue)	<input type="checkbox"/> Second Quarter	May 5
<input type="checkbox"/> IFC <input type="checkbox"/> IBC	<input type="checkbox"/> \$470	<input type="checkbox"/> \$1,680 (\$420 per issue)	<input type="checkbox"/> Third Quarter	August 4
All prices include full color			<input type="checkbox"/> Fourth Quarter	November 3

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

Annual Directory

Ad Size	Price
Full Page <input type="checkbox"/>	\$390
1/2 Page <input type="checkbox"/>	\$330
1/3 Page <input type="checkbox"/>	\$270
Page <input type="checkbox"/> 1 or <input type="checkbox"/> 2 <input type="checkbox"/>	\$450
OBC <input type="checkbox"/>	\$470
<input type="checkbox"/> IFC <input type="checkbox"/> IBC <input type="checkbox"/>	\$460
<input type="checkbox"/> Use art from 2017 <input type="checkbox"/> I will provide new art by due date	
Artwork Due - January 16	

TOTALS

Pipeline Ad	\$ _____
Directory Ad	\$ _____
Directory Copies (# of copies ____ x \$5)	\$ _____
2018 Membership Dues (add \$300)	\$ _____
Advertising Total	\$ _____

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: _____