



Advertising Rate Brochure

Check Out The Attractive Rates and
Numerous Options Available



**Let us be your
Messenger**



A Great Opportunity and Effective Tool for Industry Vendors

Advertising Rates

Four Color	1 page	1/2 page	1/3 page	1/4 page
	Mem/Non	Mem/Non	Mem/Non	Mem/Non
Package Rate	\$4520/\$4865	\$3850/\$4195	\$3510/\$3855	\$3330/\$4900
Directory	\$1705/\$1795	\$1420/\$1510	\$1255/\$1345	\$1175/\$1265
1 x insertion	\$1080/\$1175	\$930/\$1020	\$855/\$950	\$820/\$910

B & W	1 page	1/2 page	1/3 page	1/4 page
	Mem/Non	Mem/Non	Mem/Non	Mem/Non
Package Rate	\$2800/\$3215	\$2110/\$2460	\$1810/\$2205	\$1605/\$2020
Directory	\$1245/\$1430	\$940/\$1030	\$795/\$980	\$715/\$895
1 x insertion	\$620/\$715	\$470/\$560	\$400/\$490	\$360/\$450

SPOT COLOR: \$150 per additional color.

PACKAGE RATES APPLY TO: Any 3 issues of the Marketer Magazine published in succession and the Annual Directory. Four Color Package and B & W Full Page Advertisers will also receive a single “business card” (3 1/2 x 2) ad in each monthly issue of the MPA/MACS Newsletter that is sent electronically to our subscribers. All other advertisers will have their name & contact information listed on a special Advertisers page in the Newsletter. These additional ads will increase your exposure to our subscribers by over 300%. Upon completion of the Advertising Contract, MPA/MACS will contact you regarding the “business card” ad and the information needed. Package Advertisers are free to change ad copy during their package term. Package Ad Rates afford the advertiser substantial savings.

SPECIAL PLACEMENT: Full Page Ads on the back cover, inside front cover, inside back cover and page 3 will be charged an additional \$100 per issue.

DEADLINES FOR AD COPY: Winter Marketer — January 11, Spring/Directory Marketer — April 1; Summer Marketer — July 1; and Fall Marketer — October 1, Newsletter 15th of every Month.

PUBLICATION DATES: Winter Marketer — February 1 Spring/Directory Marketer — May 1; Summer Marketer — August 1; and Fall Marketer — November 1. Newsletter Monthly.

ADVERTISING SPECIFICATIONS

PREFERRED FILE FORMATS

Windows Platform

PDF Files High-resolution Press Ready -- w/fonts embedded & raster images @ 300dpi

EPS files -- with fonts converted to outlines and raster images @ 300dpi

Adobe PhotoShop tiff or eps (300dpi)

ACCEPTED FORMATS

Mac or Windows. May incur additional production costs. All fonts & images must be included.

Adobe Illustrator

CorelDraw (Windows only)

InDesign

Adobe PageMaker 6.5, 7.0

Freehand (Macintosh only)

QuarkXpress

CIRCULATION

The MPA/MACS Marketer quarterly magazine and Annual Directory are distributed to independent petroleum marketers and convenience store retailers throughout Michigan, plus other industry related businesses and organizations. Total circulation is approximately 800.



Advertising Contract

Company Information - list information exactly as you would have it appear in the Marketer & Directory advertisers index. (please print)

Company _____

Contact _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

Advertising Agency (if applicable) ☐ Send bill here

Company _____

Contact _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

Check the box for all issues in which you will be advertising. Your best value is the package commitment as detailed on page 2.

☐ **Winter (February)** _____
Pre-Convention & Trade Show Issue

☐ **Summer (August)** _____
Pre-Fall Convention Issue

☐ **Directory/Spring (May)** _____
Membership Directory
Post-Convention & Trade Show Issue

☐ **Fall (November)** _____
Post-Fall Convention Issue

_____ Full Color _____ B/W _____ # Add'l Colors Ink

We hereby contract for a _____ page size advertisement in the Marketer (quarterly) magazine and/or the Membership Directory for a total of _____ issues as indicated by the checked boxes above. We understand we will be billed \$_____ and agree to pay upon receipt of each invoice per issue and to meet all deadlines on page 2.

Authorized Signature

Print Name & Title

Mail or Fax Completed Contract to:

MPA/MACS, 7521 Westshire Dr., #200, Lansing MI 48917 Fax: 517-622-3420

Full Page
Non Bleed - 7.5 x 10
Full Bleed - 9 x 11.5

1/2 Page
(V) - 4.875 x 7.5
(H) - 7.54 x 4.875

1/3 Page
(V) 4.875 x 5
(H) 5 x 4.875

1/4 Page
4.875 x 3.75



7521 Westshire Drive, Suite 200
Lansing MI 48917
Ph: 517-622-3530
Fax: 517-622-3420
Website: mpamacs.org

Now is the perfect time for your company to begin its business relationship with Michigan.

The Marketer magazine offers your company a variety of advertising options for your company.

We have listed our affordable advertising rates, sizes and opportunities within this convenient brochure.

Take advantage of these cost-saving opportunities to communicate with Michigan's petroleum marketers and convenience store retailers.

If your company wants to advertise in issues of the Marketer or Annual Directory, please contact Kelli at 517-622-3530. She would be happy to assist you with your choices.



**Let us be your
Messenger**

P.S. Your customers (present or potential) will be looking for your ad. Supporting MPA/MACS through advertising shows you care. Buy an ad today