



Advertising Rate Brochure

Let us be your
Messenger

Check Out The
Attractive Rates and
Numerous Options
Available

Contact Us

517-622-3530



2024



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
Full Package	\$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
Full Package	\$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

PACKAGE RATES APPLY TO: All 4 issues of the Marketer Magazine 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 will be charged an additional \$100 per issue.

DEADLINES FOR AD COPY: Winter Marketer — January 5, Spring/Directory Marketer — April 1; Summer Marketer— July 1; and Fall Marketer — October 1, Newsletter the 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)

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 600.



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 _____
 Email _____

Advertising Agency (if applicable) Send bill here

Company _____
 Contact _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____
 Email _____

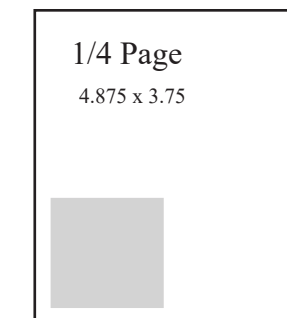
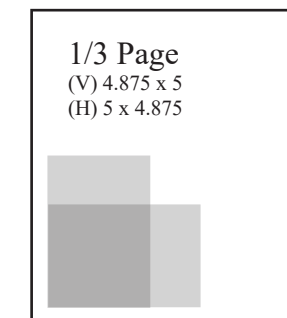
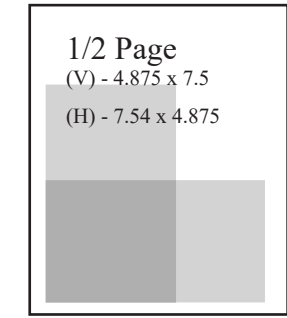
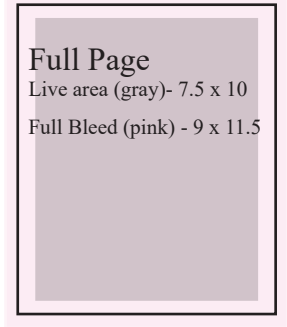
Check the box for all issues in which you will be advertising. Your best value is the package commitment as detailed on page 2.

- Winter (February)** **Summer (August)**
 Spring/Directory (May) **Fall (November)**
 Color B/W Full pg 1/2 pg 1/3 pg 1/4 pg

Total: \$ _____ (We will invoice after the 1st issue comes out)

 Authorized Signature

 Print Name & Title





7521 Westshire Drive, Suite 200
Lansing MI 48917
Ph: 517-622-3530
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 or email at klgustin@mpamacs.org. 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