

MACDC Directory

2008 Advertising Agreement

The Essential Resource for Stormwater Management Professionals.

Company _____

Contact Person _____

Address _____ City/State _____ Zip _____

Phone _____ Fax _____

Authorized Signature _____

Ad Sizes	Pages	Page One	Page Two	Back Cover
Full Page	<input type="checkbox"/> \$270	<input type="checkbox"/> \$330	<input type="checkbox"/> \$315	<input type="checkbox"/> \$340
Half Page	<input type="checkbox"/> \$210	N/A	N/A	N/A
Business Card	<input type="checkbox"/> \$165	N/A	N/A	N/A

Advertisement artwork:
 Use art from 2007 New art will be provided by due date

Color: Add \$95.

PLEASE NOTE EARLIER DUE DATE:

Send Camera Ready copy by January 4, 2008.

Return completed form by December 15th to:

MACDC
120 N. Washington Sq., Suite 110A
Lansing, MI 48933
Fax: 517.371.1170

QUESTIONS?
Call 517.484.9761

Reserve your ad space today!!

Thank You!

Michigan Association of County Drain Commissioners

www.macdc.net

ANNUAL DIRECTORY

Sizes and specifications for ad submission in the MACDC Directory:

All sizes are listed *wide dimension x tall dimension*.

FULL PAGE: 3" X 6 ¼" or 3" X 6"

HALF PAGE: 3" X 3 1/16" or 3" x 3"

BUSINESS CARD: 3" x 2"

ACCEPTED FORMATS:

1. Zip disks or CDs (Macintosh format preferred) with document file, and all associated files: logos, art, photos and FONTS. Document accepted as Quark XPress 3 or 4, Adobe PageMaker 6.5 or 7.0, Adobe Illustrator, Adobe InDesign 2 or high-resolution Adobe Acrobat PDF. ***For best results, scanned photos and/or digital artwork must be AT LEAST 300 dpi.*** Laser print and associated color separations also must be included.
2. Laser printout. This can only be used for one-color ads, or spot color ads where colors do not touch. Screens should not exceed 85 lpi (usually laser printer default). ***Some quality loss may occur in the reproduction process.***
3. Laser printout accompanied by all original art and photos. Text should be supplied on floppy disk if possible, saved as ASCII text. ***Additional fees for ad setup or photos. Call for a quote!***
4. Electronic Transfers - Send files to lark.t@gcsionline.com.

We appreciate your attention to the above graphic standards.

MACDC reserves the right to accept or reject full process color advertisements based on available space and/or other considerations.

Return Completed Form By December 15, 2007

THANK YOU FOR ADVERTISING IN OUR ANNUAL DIRECTORY!