

Michigan Association of County Drain Commissioners



Your connection to stormwater management professionals.

2008 Advertising Agreement

Price Per Issue

| Ad Size | Pages | Inside Covers | Back Cover |
|---------------|--------------------------------|--------------------------------|--------------------------------|
| Full Page | <input type="checkbox"/> \$380 | <input type="checkbox"/> \$400 | not available |
| Half Page | <input type="checkbox"/> \$330 | <input type="checkbox"/> \$350 | <input type="checkbox"/> \$370 |
| Quarter Page | <input type="checkbox"/> \$230 | <input type="checkbox"/> \$250 | <input type="checkbox"/> \$270 |
| Business Card | <input type="checkbox"/> \$165 | <input type="checkbox"/> \$185 | |

Color: add \$95 per issue.

10% Discount for ads in all 4 issues! (15% for 4 issues to NEW advertisers)

Choose payment option:

Bill me once for four issues (one full year).

Bill me quarterly for each of four issues.

Advertisement artwork:

Use art from 2007

I will provide new art by due date.

Or — Indicate the issue(s) in which your ad will appear Mark the box :

First Quarter Copy Due January 4

Third Quarter Copy Due July 11

Second Quarter Copy Due April 11

Fourth Quarter Copy Due October 10

Company: _____

Contact Person: _____

Address: _____ City/State _____ Zip _____

Phone: _____ Fax: _____

Authorized Signature _____

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

Thank You!

Michigan Association of County Drain Commissioners

120 N. Washington Sq., Suite 110A • Lansing, MI 48933

PIPELINE MAGAZINE

Following are sizes and specifications for ad submission in PIPELINE magazine.
All sizes are listed *wide dimension x tall dimension*.

FULL PAGE:

Process color ad: 8 ½" x 11" full bleed allowed
All other ads: 7 ½" x 10"

HALF PAGE:

Horizontal: 7 ½" x 4 ⅞"
Vertical: 3 ⅝" x 10"

QUARTER PAGE:

Vertical ONLY: 3 ⅝" x 4 ⅞"

EIGHTH PAGE/BUSINESS CARD:

Horizontal ONLY: 3 ⅝" x 2 ½"
or 3 ½" x 2" business card

ACCEPTED FORMATS:

1. Zip disks or CDs (Macintosh format preferred) with document file, and all associated files: logos, art, photos and FONTS (pc users - we may substitute closest matching font). 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 printouts can be used only 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. Laser printouts are not acceptable for process color ads.**
3. We can create your ad using your photos, art and text. Call for individual price quotes.
4. **Photographs** - Please submit prints on photo-quality (glossy) paper or transparency photographs (slides). No negatives, please. Digital photos may be accepted if resolution is at least 300 dpi at the intended print size.
5. **Electronic Transfers** - Send files to lark.t@gcsionline.com.

We appreciate your attention to the above graphic standards.

Return Completed Agreement By December 15, 2007
THANK YOU FOR ADVERTISING IN PIPELINE!