



BIO MATTERS

A MichBio Publication Showcasing Michigan's Biosciences Industry

Print Advertising Rates & Specs

Effective February 1, 2015; Updated March 25, 2015



Looking to influence Michigan's bioscience leaders

and decision makers? *BioMatters* magazine is the only statewide publication devoted to promoting the companies, innovations, products, and people that make up Michigan's bioscience community.

Circulation:

Print distribution is by mail to MichBio members, VCs, legislators, and other stakeholders, as well as attendees at the MichBio Expo & Conference, MichBio Annual Meeting, and BIO International Convention, along with numerous other state and national events. Digital and print distribution goes to 5,000 recipients including biosciences companies and service providers, state and regional funding sources, national VCs, economic development organizations, universities, and research institutions.

Ad Rates:

Size and/or location	Members	Non-members
Inside front cover	\$3,500	\$4,000
Inside back cover	\$3,000	\$3,500
Full page	\$2,000	\$2,500
Half page	\$1,000	\$1,500
Quarter page	\$500	\$750

View past issues and learn more:

www.michbio.org/biomatters

Advertise in both the spring & fall issues to save 15% on ads larger than half page!

Ad Sizes:

- Full page: 8.5" w x 11" h (please include at least a .25" bleed on all full page ads)
- Half page horizontal: 7.5" w x 4.875" h
- Half page vertical: 3.625" w x 10" h
- Quarter page: 3.625" w x 4.875" h

Camera-Ready Guidelines:

We accept files compatible with Adobe Illustrator, Adobe InDesign, Adobe Photoshop, and Adobe Acrobat. All fonts must be converted to outline. Photos and graphics in color must be saved in CMYK color; files should be at least 300 dpi.

Deadline:

Insertion order and artwork for Spring 2015 issue due: April 8, 2015

Insertion order and artwork for Fall 2015 issue due: TBA

Advertising Contact:

Katie Trevathan, Director of Marketing & Communications | p: 734.527.9147 | e: katie@michbio.org | www.michbio.org



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2015 BioMatters Advertising Insertion Order

Select Issue:

Spring 2015 Fall 2015

Select Ad Size:

Full page Half page (vertical) Half page (horizontal) Quarter page

Select Premium Placement:

Inside back cover Inside front cover
 Other location _____

Ad Submission:

We are providing a new ad. We are using a previous ad; pick up from _____ issue of *BioMatters*.

Billing Information:

(check one) MichBio Member Non-member

Name _____

Title _____

Company _____

Phone _____

Mailing Address _____

City _____

State _____

Zip _____

Email _____

Total Due _____

Check Enclosed Pay by Credit Card

Credit Card (name as it appears on card) _____

Billing Address _____

Credit Card # _____

3-Digit Code _____

Signature _____

Date _____

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Email art and insertion order to:

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