



# 2018 ADVERTISING CONTRACT



## 1. CONTACT INFORMATION

Organization Name: \_\_\_\_\_

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

## 2. ADVERTISING OPPORTUNITIES

Full Page Ad

- Spring Conference - \$600.00
- Fall Conference Program - \$600.00
- Discount for Both Programs - \$1,000.00

Half Page Ad

- Spring Conference - \$400.00
- Fall Conference Program - \$400.00
- Discount for Both Programs - \$750.00

Total Amount Due: \$ \_\_\_\_\_

## 3. PAYMENT:

Payment Method:  Check  Credit Card, please email link to:

Email Address for Payment: \_\_\_\_\_

Please make check payable to MAPERS and mail to: 525 E. Michigan Ave. #409, Saline, MI 48176. or fax (734) 944-1145 or email [info@mapers.org](mailto:info@mapers.org).

## ELECTRONIC SPECIFICATIONS:

When submitting advertisements for MAPERS publications, **please submit your artwork in electronic format as a high resolution PDF file (Portable Document Format)**. Please e-mail your advertisement to [info@mapers.org](mailto:info@mapers.org).

MAPERS also supports ads submitted using the following programs: Adobe Photoshop®, Adobe Illustrator®, and Adobe InDesign for both Windows and Macintosh platforms.

Important Note: If you supply an advertisement in a program other than what is listed above, you may be charged a "conversion fee" – MAPERS will notify the advertiser prior to conversion if this is necessary. It is the advertiser's responsibility to provide a "hard-copy" proof of the ad by printed incorrectly, and a customer supplied proof was not supplied, MAPERS is not responsible for any errors that may have occurred.

If you are submitting original electronic artwork (artwork other than format, and version of your ad. In addition, please provide all fonts and graphics used to create the advertisement.

If you have any questions regarding artwork, please contact MAPERS by phone (734-944-1144) or e-mail: [info@mapers.org](mailto:info@mapers.org) All ads will be printed in four-color process

## PUBLICATION INFORMATION:

### Color:

All advertisements are four-color process.

### Submission Deadlines:

Spring Program - April 1st

Fall Program - August 1st

### Ad Positioning:

Advertisers will be given the best location possible. Request for preferred positions will be honored when possible. Regular advertisers will be given preference for ad location.

### Copy and Space Order Regulations:

MAPERS reserves the right to reject any advertising based on content and/or improper format or size. Advertisers and advertising agencies shall assume liability for content of ads printed and also assume responsibility for any claims arising there from against MAPERS. MAPERS reserves the right to re-size advertisements that are not submitted in accordance to the indicated space size.

### Bleeds:

All MAPERS publications are printed in a finished trim size of 8.5" x 11". Ads that bleed should accommodate an 1/8" bleed on all bleeding edges.

### Questions:

You are welcome to contact MAPERS in the following ways: Phone: 734-944-1144, Fax number: 734-944-1145, e-mail: [info@mapers.org](mailto:info@mapers.org)