



BioMatters

Advertising Rates Fall 2017

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

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 Fall 2017 issue due: August 11, 2017

Advertising Contact:

Kate Oesterle, Director of Marketing & Communications | p: 734.527.9147 | e: kate@michbio.org | www.michbio.org



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Advertising Submission Form Spring 2017

Select Issue: Spring | Summer 2017**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 _____

Deadline:

Insertion order and artwork for Spring | Summer 2017 issue due: May 31, 2017

Email art and insertion order to:

Kate Oesterle, Director of Marketing & Communications | p: 734.527.9147 | e: kate@michbio.org | www.michbio.org