Advertising Rates
2019 - Spring Edition

Increase Visibility & Promote Your Brand:
Advertise in the next issue of BioMatters! 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, MichBio Signature Events, and the BIO International Convention, along with numerous other state and national events. Digital and print distribution goes to more than 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:

<table>
<thead>
<tr>
<th>Size and/or location</th>
<th>Members</th>
<th>Non-members</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside front cover</td>
<td>$3,500 - SOLD!</td>
<td>n/a</td>
</tr>
<tr>
<td>Inside back cover</td>
<td>$1,500</td>
<td>$3,500</td>
</tr>
<tr>
<td>Full page</td>
<td>$1,000</td>
<td>$2,500</td>
</tr>
<tr>
<td>Half page</td>
<td>$500</td>
<td>$1,500</td>
</tr>
<tr>
<td>Quarter page</td>
<td>$250</td>
<td>$750</td>
</tr>
</tbody>
</table>

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, 2019 issue due: February 20 2019 - SPACE IS LIMITED!

Contact: Alisha Brown | p: 734.527.9147 | e: alisha@michbio.org | www.michbio.org
Select Ad Size:  □ Full page  □ Half page (vertical)  □ Half page (horizontal)  □ Quarter page

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 the 2019 Spring issue is due no later than February 20, 2019 - Don’t delay, SPACE IS LIMITED!

Email art and insertion order to:
Alisha Brown│ p: 734.527.9147 │ e: alisha@michbio.org │ www.michbio.org