



MICHIGAN POLICE CHIEFS



AD KIT

GENERAL INFORMATION

Michigan Police Chiefs is the official publication of the Michigan Association of Chiefs of Police (MACP). Founded in 1924, the Association exists to advance the science and art of police administration and crime prevention, to develop and disseminate approved administrative and technical practices and promote their use in police work, to foster police cooperation, unity of action, and the exchange of information and experience among police officers of this state, to bring about the recruitment and training in the police profession of qualified persons, to seek legislation of benefit to the citizens of the state or law enforcement in general, and to encourage adherence of all police officers to high professional standards of conduct.

The publication is produced tri-annually with a circulation of over 1,200 per issue. All editorial and advertising is subject to publisher approval and space availability. MACP reserves the right to refuse any ad that they consider inappropriate and does not hold to the standards and principals of the Association.

EDITORIAL CALENDAR & SUBMISSIONS

Michigan Police Chiefs accepts unsolicited manuscripts but reserves the right to edit due to space limitations. Opinions expressed by guest writers do not necessarily reflect the views of MACP. Each issue focuses on an aspect of the industry. Topics are as follows:

Issue	Theme
Winter	Winter Conference Preview
Summer	Summer Conference Preview and Winter Conference Review
Fall	Summer Conference & Awards Review

Digital copy is required for all editorial submissions and may be sent via email to info@michiganpolicechiefs.org.

CLOSING DATES

Issue	In Mail	Deadline
Winter	January	December 1
Summer	June	May 1
Fall	October	September 1

PRODUCTION SPECS

Michigan Police Chiefs is offset printed on 70# gloss enamel stock, four-color process using 175-line screen. PMS colors not accepted and will be converted to four-color process. Color ads must be sent in process color: cyan, magenta, yellow and black (CMYK). Trim size is 8.5"x11". Bleeds may be included on full page ads and must extend at least 1/8 of an inch beyond trim size on all four sides. Live copy should be kept at least 1/2" from trim edge. Magazine is saddle-stitched.

Preferred File Formats

- PDF files with fonts embedded and raster images at 350 dpi
- Adobe Illustrator EPS with fonts converted to outlines and raster images at 350 dpi, include linked images
- Adobe PhotoShop TIFF, JPEG or EPS (350 dpi)

Digital Requirements

Files should be sent via email. All linked graphics and fonts must be collected for output and included with submission. Ad artwork must be provided digitally.

PAYMENT

Invoices are prepared following each issue of the magazine. Payment is due within 30 days from the date of the invoice.

DESIGN SERVICES

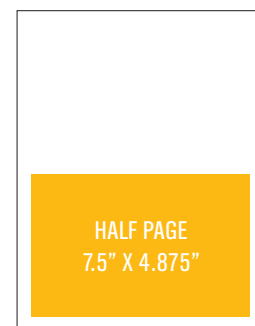
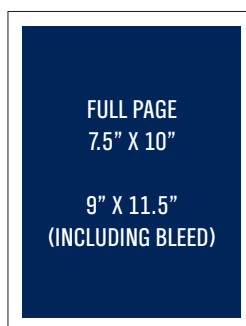
MACP offers professional graphic design services for an additional \$50/hour. Those wishing to utilize design services should submit their materials 3 weeks prior to the closing date.

MACP AD RATES

Advertisers that purchase space in consecutive issues will receive a discounted rate. Ad copy can be changed at any time during the contract period. Rates outlined below are per issue.

Full Color	1x	2x	3x
Full Page	\$580	\$530	\$490
1/2 Page	\$490	\$440	\$400

AD DIMENSIONS





MICHIGAN POLICE CHIEFS

ADVERTISING CONTRACT

Please type or print clearly

Company Name _____

Contact Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

AD SELECTIONS

Issue(s): Winter Summer Fall Size: Full Page 1/2 Page

PAYMENT METHOD

Check payable to MACP VISA MasterCard Discover AMEX Total \$ _____

Card # _____ Exp Date _____ CVV Code _____

Billing Address _____

Name on Card _____

Signature _____

- We hereby authorize insertion of our advertisement with the understanding that this contract covers the number of issues indicated above.
- We understand that our advertisement will appear in the number of issues checked above and further agree that all copy and/or artwork will be furnished by the advertiser or its agency or will be prepared by the designer and billed at cost. In the event of non-receipt of artwork in time for publication, we agree that the publisher reserves the right to insert the most recent artwork on file for said advertiser.

Contract Authorized By _____

Title _____

Signature _____ Date _____