

# ADVERTISING RATE SHEET

## Advertising Options:

Advertising opportunities are available in seven (7) publications produced by the Michigan Science Teachers Association. *Please indicate the publication you would like to advertise in below by checking the box.*

### Order Information

Company Name \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone/Fax \_\_\_\_\_

### Payment Information

Number of Ads Ordered \_\_\_\_\_ \$ \_\_\_\_\_  
 Total Amount Due

Payment Type:  Credit Card  Invoice

Credit Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ CVV Code \_\_\_\_\_

Billing Address \_\_\_\_\_

Billing City/State/Zip \_\_\_\_\_

Name on Credit Card \_\_\_\_\_

Authorized Signature \_\_\_\_\_

#### Contact and advertising copy should be sent to:

MSTA Office,  
 1390 Eisenhower Place  
 Ann Arbor, Michigan 48108,  
 Phone: 734-973-0433, Fax: 734-677-2407.



**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** - MST A 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 therefrom against MST A. **Cancellations** - Accepted only before closing date. **Electronic Ad Specifications** - Please submit artwork in electronic PDF format to scampbell@managedbyamr.com. **Note: Advertisers must provide a "hard-copy" proof of the ad by fax or mail. If a "hard-copy" proof is not supplied, MST A cannot be held responsible for printed errors.** If you have any questions regarding artwork, please contact Shawn Detlor by email at sdetlor@managedbyamr.com.

### Newsletter (online only)

The MST A Newsletter is a full color, 8.5" x 11" on-line publication. It is published four times a year (Summer, Fall, Winter, Spring).



Indicate the issue you want to advertise in and the ad size:

- Summer 2016** (Ad deadline is August 5, 2016)
  - Full page: 8.5" x 11"
  - Half Page (vertical): 3.75" x 10"
  - Half page (horizontal): 7.5" x 5"
  - Quarter Page: 3.75" x 5"
- Fall 2016** (Ad deadline is October 21, 2016)
  - Full page: 8.5" x 11"
  - Half Page (vertical): 3.75" x 10"
  - Half page (horizontal): 7.5" x 5"
  - Quarter Page: 3.75" x 5"
- Winter 2017** (Ad deadline is January 13, 2017)
  - Full page: 8.5" x 11"
  - Half Page (vertical): 3.75" x 10"
  - Half page (horizontal): 7.5" x 5"
  - Quarter Page: 3.75" x 5"
- Spring 2017** (Ad deadline is April 28, 2017)
  - Full page: 8.5" x 11"
  - Half Page (vertical): 3.75" x 10"
  - Half page (horizontal): 7.5" x 5"
  - Quarter Page: 3.75" x 5"

### Journal

The MST A Journal is a black and white, 6" x 9" print publication that is published two times each year (October and April). The MST A Journal is mailed to all current MST A Members.



Indicate the issue you want to advertise in and the ad size:

- Fall 2016** (Ad deadline is September 26, 2016)
  - Full page: 5" x 8"
  - Half Page (vertical): 2.25" x 8"
  - Half page (horizontal): 5" x 3.75"
  - Quarter Page: 2.25" x 3.75"
- Spring 2017** (Ad deadline is April 17, 2017)
  - Full page: 5" x 8"
  - Half Page (vertical): 2.25" x 8"
  - Half page (horizontal): 5" x 3.75"
  - Quarter Page: 2.25" x 3.75"

### Conference Program

The MST A Conference Program Book is an 8.5" x 11" print publication that is published for the annual MST A conference. The Conference Program is produced for all attendees at the annual conference.



Indicate ad size:

- 2017 Program** (Ad deadline is January 13, 2017)
  - Full page: 8.5" x 11"
  - Half Page (vertical): 3.75" x 10"
  - Half page (horizontal): 7.5" x 5"
  - Quarter Page: 3.75" x 5"

## Advertising Rates

Advertise in more publications and received discounts on each advertisement you place.

Ad Size and Publication	Commercial Rates*				Non-Profit Rates*		
	*multiple issue discounts do not apply to Conference Program advertising.				*includes rate for Conference Program advertising.		
	Advertise in 1-2 Newsletters or Journals	Advertise in 3-5 Newsletters or Journals	Advertise in all 6 Newsletters or Journals	Advertise in the Conference Program	Advertise in 1-2 publications	Advertise in 3-6 publications	Advertise in all 7 publications
Full page in newsletter or Journal	\$370	\$320	\$295	\$500	\$320	\$280	\$240
1/2 page horizontal	\$275	\$250	\$235	\$300	\$220	\$195	\$185
1/2 page vertical	\$275	\$250	\$235	\$300	\$220	\$195	\$185
1/4 page	\$190	\$180	\$170	\$200	\$170	\$160	\$145