

Michigan Ground Water Association

Newsletter & E-Update Advertising Contract

Submit by the first day of the month for publication in that two-month cycle (For instance, submit material for March/April issue by March 1). Well Advised is the MGWA newsletter that is published six times per year by MGWA. E-Updates are sent out generally twice a month.

Contact Name: _____

Company Name: _____

Address: _____

City/State/Zip: _____

Phone: _____ Email: _____

Ad Specifications & Rates: Ads can be printed in 4 colors or black and white; please send hi-resolution (300 dpi) ad copy in a pdf file.

4 Color Ad Copy Rates

<u>Size</u>	<u>Dimensions</u>	<u>Yearly Rate (6 issues)</u>	<u>Single Issue Rate</u>
<input type="checkbox"/> Full Page	(8.375" x 11.125")	<input type="checkbox"/> \$2,400	<input type="checkbox"/> \$500
<input type="checkbox"/> Half Page	(7.125" x 4.875")	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$300
<input type="checkbox"/> Third Page	(4.694" x 4.75")	<input type="checkbox"/> \$1,200	<input type="checkbox"/> \$250
<input type="checkbox"/> Quarter Page	(3.475" x 4.75")	<input type="checkbox"/> \$ 900	<input type="checkbox"/> \$200
<input type="checkbox"/> Business Card	(2.000" x 3.50")	<input type="checkbox"/> \$ 500	<input type="checkbox"/> \$100

Black and White Ad Copy Rates

<u>Size</u>	<u>Dimensions</u>	<u>Yearly Rate (6 issues)</u>	<u>Single Issue Rate</u>
<input type="checkbox"/> Full Page	(8.375" x 11.125")	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$300
<input type="checkbox"/> Half Page	(7.125" x 4.875")	<input type="checkbox"/> \$1,200	<input type="checkbox"/> \$250
<input type="checkbox"/> Third Page	(4.694" x 4.75")	<input type="checkbox"/> \$ 900	<input type="checkbox"/> \$200
<input type="checkbox"/> Quarter Page	(3.475" x 4.75")	<input type="checkbox"/> \$ 600	<input type="checkbox"/> \$150
<input type="checkbox"/> Business Card	(2.000" x 3.50")	<input type="checkbox"/> \$ 400	<input type="checkbox"/> \$ 75

E-Update Sponsorships – (E-Updates sent to approx. 183 emails twice a month w/ an open rate of 30-40%)

<u>Size</u>	<u>Dimensions</u>	<u>Yearly Rate (Approx 24)</u>	<u>Single Issue Rate</u>
<input type="checkbox"/> Logo	Shared with MGWA	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$125
<input type="checkbox"/> Logo	Other location on E-Update	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$75
<input type="checkbox"/> Logo w/ad	Other location on E-Update	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$100

NOTE: Logo shared with MGWA – Only one available – first come first serve

Contract Duration:

- Yearly Contract
 Single Issue

Issue(s) Print ad should appear in:

- Jan-Feb May-June Mar-Apr July-Aug
 Sept-Oct Nov-Dec

Payment:

Payment must be included to begin advertising unless prior arrangements have been made, and must be made by check, VISA or MasterCard.

Amount: \$ _____ **Check:** Enclosed

Credit Card: VISA MasterCard

Card # _____

Expiration _____ 3 digit code _____

Signature _____

Email hi-resolution (300 dpi) ad copy in a pdf file to Michigangroundwater@comcast.net

Return this contract with payment to:

MGWA • 601 Dempsey Road- Westerville, OH 43081 • FAX: (614) 898-7786
 Questions? Call: (800) 332-2104