



## Michigan Aggregates Association 2018-2019 Membership Directory Advertising Opportunity

The Michigan Aggregates Association will be publishing an updated Membership Directory later this year with an anticipated distribution in the late summer/fall of 2018.

Please take this opportunity to reserve your advertising space by completing the form below and sending it to the MAA office via fax at 517-381-1796 or emailing to [jpatson@miagg.org](mailto:jpatson@miagg.org)

Your company's advertising participation helps sustain MAA and its programs as a vital voice for our industry. As an industry leader your company gains the benefits of promoting your services and products.

**The MAA Directory will be mailed to all MDOT prequalified contractors and various local units of government in the state of Michigan.**

### Ad Space Deadline: June 1, 2018

For details call Juanita Patson at 517-381-1732

Please reserve your space in the 2018-2019 MAA Directory

Please furnish an electronic copy of your advertisement by June 1, 2018

Advertising Rates:

**Please note that preferred positions are on a first come basis:**

Back Cover\* - \$2,000

Inside Front Cover\* - \$1,750

Inside Back Cover\* - \$1,750

Tabbed Page\* - \$1,500

Full Page Size - \$1,100

½ Page - \$800

\*Preferred Positions

Also, for \$50 you can have logo displayed next to your company name in the directory.

Company \_\_\_\_\_  
Contact \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Date \_\_\_\_\_

Ad Size & Location \_\_\_\_\_

Rate \_\_\_\_\_

\_\_\_\_ Check here if you want your logo placed next to your company information for \$50

**Please send any advertisement or logo to The MAA office no later than June 1, 2018. Note that all advertisements will be in full Color.**

# Ad SPECIFICATIONS

## Ad Specifications:

- High-resolution PDF files with fonts embedded and raster images at 300 dpi are encouraged.
- Macintosh QuarkXPress, PageMaker and Macromedia Freehand files and Windows files of QuarkXPress, PageMaker, InDesign, Photoshop, Illustrator and Corel Draw are accepted but may incur additional production charges.
- Display ads created in Microsoft Word or Microsoft Publisher cannot be accepted.
- File transfer media: DVD, CD, Zip disk, FTP or e-mail (files less than 6MB)
- Images: 300 dpi, CMYK or grayscale TIFF or EPS; line art: 1200 dpi, TIFF or EPS-No RGB colorspace
- Submit final advertisement art with bleed and trim marks

## Guidelines for Advertisers:

- Ads requiring changes or corrections will be billed at the minimum hourly rate of \$65.00 per hour, the first hour will be charged in a full hour increment, and half hour increments thereafter.
- If you do not have an ad and would like one created for you, you can contact Mike at Gladstone Printing @ 517-323-2111. You will be billed at the minimum hourly rate of \$65.00 per hour.
- The acceptance of all ads is subject to review by the Michigan Aggregates Association.
- The Michigan Aggregates Association is not responsible for print quality of any advertisements.
- Page size is 8 1/2 x 5 1/2 nominal