



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

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 my 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