

Advertising Guidelines & Contract for



Fireplug Magazine

Official publication of the Michigan State Firemen's Association

Paul Wayco
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The Michigan State Firemen's Association *Fireplug Magazine* has a circulation of 3700 per issue. Advertisers will be billed per ad by MSFA upon invoice.

Guidelines and rates for advertising are:

- Advertisements should be provided digitally or as camera-ready art. Camera-ready art should be printed on laser paper and contain no drop shadows, photographs or gray images.
- **Programs in both Macintosh and PC format that the printer can accept:** Adobe Pagemaker 7.0, Adobe InDesign CS, Adobe Illustrator CS, Adobe Photoshop CS. Adobe PDF files are acceptable, but must have fonts embedded, set for grayscale or CMYK output and 300 dpi resolution. Microsoft Word files are also acceptable. Please provide a hard copy for verification purposes and a contact number if any problems with files should occur.
- **Graphic design services are available with an \$85/hour charge.**
Please feel free to email Mick Bowles at: micker@twmi.rr.com.

ADVERTISING SIZES and RATES FOR 2020

Size	Rate		Size	Rate	
	b/w	color		b/w	color
Full: 8.5x11" with 1/8" bleed	\$455.40	\$568.70	Center left page	\$500.94	\$625.57
Inside front cover (full)	\$500.94	\$625.57	Center right page	\$500.94	\$625.57
Inside back cover (full)	\$500.94	\$625.57	Half (horizontal): 7.75x4.875"	\$231.00	\$288.75
Inside right of front cover (full)	\$500.94	\$625.57	Half (vertical): 3.6875x10.25"	\$231.00	\$288.75
Inside left of back cover (full)	\$500.94	\$625.57	Quarter: 3.6875x5"	\$118.80	\$148.50
Back cover (full)	\$500.94	\$625.57	Business card: 3.6875x2"	\$66.00	\$ 82.50

Complete the following and return to Paul Wayco - **(PLEASE TYPE OR PRINT CLEARLY)**

Company Name: _____

Contact Name: _____

Address: _____

City/State/Zip: _____

Phone: _____ Email: *(Please print clearly)* _____

We hereby authorize insertion of our advertisement with the understanding that this contract covers the number of issues indicated below. Said space is to occupy:

Size of Page:	<input type="checkbox"/> Black/White <input type="checkbox"/> Color	Price Per Issue:	Number of Issues:
Special Instructions:			

We understand that our advertisement will appear in the number of issues listed above and further agree that all copy and/or drawings will be furnished by the advertiser or its agency, or will be prepared by the printer and billed at cost. In the event of non-receipt of copy in time for publication, we agree that the publisher reserves the right to insert any recent copy for him.

It is agreed that no understanding exists between the publisher and the advertiser other than this contract, and that we will be billed for our cost upon publication. This order is not subject to cancellation except by mutual agreement of both parties.

Contract Authorized by: _____ Title: _____ Date: _____