

# MiOTA ADVERTISING CONTRACT

## **Bulletin Advertising Options and Rates**

- The *Bulletin* is a quarterly publication. Please check the appropriate boxes:

ISSUE DATE	AD SIZE	MEMBER RATE	NON-MEMBER RATE	COPY DEADLINE
<input type="checkbox"/> Winter	<input type="checkbox"/> Full-Page (7.5" X 10")	\$300	\$600	January 1
<input type="checkbox"/> Spring	<input type="checkbox"/> One Half Page (7.5" X 5")	\$200	\$400	April 1
<input type="checkbox"/> Summer	<input type="checkbox"/> 1/4 Page (3.75" X 5")	\$125	\$250	July 1
<input type="checkbox"/> Fall	<input type="checkbox"/> 1 Column Inch (3.25")	\$25/Inch in height	\$50/Inch In Height	October 1
	<input type="checkbox"/> 2 Column Inch (6.875")	\$50/Inch in height	\$100/Inch In Height	

## **Web Site Advertising Options and Rates** (www.mi-ota.com)

- Please Be Sure to Indicate the Start and End times.

AD TYPE	RATE	DATE TO POST
<input type="checkbox"/> Web Site Text Ad	<input type="checkbox"/> \$75/month or \$175/quarter	Start Date: _____ End Date: _____
<small><i>Text ad</i> -- logo and text up to 100 words. Digital copy must be submitted. Ad will be posted by the Monday following submission, and billing will take effect the day after the ad is posted. If you want to a <i>hot link</i> to your web site or e-mail address there is a \$25 additional fee per month, \$50 per quarter.</small>		
<input type="checkbox"/> Web Site Banner Ad	<input type="checkbox"/> \$150/month or \$375/quarter	Start Date: _____ End Date: _____
<small><i>Banner ad</i> -- Completed ad must be e-mailed to MiOTA. Ad will be posted by the Monday following submission, and billing will take effect the day after the ad is posted. If you want MiOTA to design your banner ad, the fee is \$75/hour. MiOTA will assist you in identifying a place on the MiOTA web site to locate your banner ad. Please call for assistance: (517) 267-3918</small>		

Please write to any special instructions (i.e. multiple ad runs, special placement, and comments) in the space provided:

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## **Contact Information**

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

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_

Authorizing Signature: \_\_\_\_\_

**DISCOUNTS AVAILABLE!**  
 2 Time Rate = 5% Discount  
 4 Time Rate = 10% Discount

## **Payment Information**

Payment Enclosed

Please Invoice (Invoice Will Be Sent To Above Address)

Check/Money Order

Visa

MasterCard #: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Authorizing Signature: \_\_\_\_\_

All compositions must be camera ready. No bleed ads are accepted. Frequency discounts of 5% and 10% reflect contracted ads. If more than one advertiser has requested special placement such as back cover, inside front cover, inside back cover, or centerfold, the space will be awarded on a first-come, first-served basis. Full payment must be received in order for the discount to apply. Contact MiOTA at (517) 267-3918 for more information. Or you may send a fax request to (517) 484-4442.

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