

# Michigan Municipal Review

## Display Advertising Agreement

### How to submit your materials:

- 1) Keep a copy of this contract for your records.
- 2) Send one copy of this contract to Editor, Michigan Municipal Review, 1675 Green Rd., Ann Arbor, MI 48105; fax: 734-662-8083.
- 3) Send artwork for both the print and digital versions of your ad by email to [artwork@mml.org](mailto:artwork@mml.org) or on disk by mail to the address in #2.
- 4) If you have questions, please phone the editor at 734-662-3246.

Name of Advertiser:		
Advertiser's Representative or Agency if any (company name):		
Contact Person:	Title:	
Billing Address:		
City:	State:	Zip:
Daytime Phone: (      )	FAX: (      )	Email:

### Circle the rate for your ad(s):

Display Ad Frequency & Rates			
(includes both a print display ad & an online display ad for one price)			
Sizes	1 time	3 times <small>(save 5% off the 1x rate)</small>	6 times <small>(Save 10% off the 1x rate)</small>
full pg	\$900	\$855	\$810
2/3 page	\$750	\$712	\$675
1/2-pg	\$600	\$570	\$540
1/3 pg	\$425	\$404	\$382
1/4 pg	\$350	\$332	\$315
1/8 pg	\$250	\$237	\$225
One spot color:	Add \$100 to the cost listed above (Specify color as CMYK blend)		
2 spot colors:	Add \$150 to the cost listed above (Specify color as CMYK blend)		
4 color	Add \$250 to the cost listed above (CMYK)		
Preferred Position	Add 10% to the total cost of the ad, call to check availability		

### Ad size:

- full page
- 2/3 pg vertical
- 1/2 pg vertical #1
- 1/2 pg vertical #2
- 1/2 pg horiz.
- 1/3 pg vertical
- 1/3 pg square
- 1/3 pg horiz.
- 1/4 pg vertical
- 1/4 pg horiz.
- 1/8 pg vertical.
- 1/8 pg horiz.

### Insertion Issues:

- May/June 2007
- July/August 2007
- Sept/Oct 2007
- Nov/Dec 2007
- Jan/Feb 2008
- March/April 2008
- May/June 2008
- July/August 2008
- Sept/Oct 2008
- Nov/Dec 2008

**Color:** \_\_\_\_\_ (Specify any spot color as a CMYK blend, NOT as a PMS #.)

**Preferred Position:** \_\_\_\_\_ (Add 10% to the total cost of your ad)

### How To Calculate Your Total Cost Per Insertion:

Basic ad rate per insertion (rate you circled on chart above):	\$	.
Total cost per issue of special instructions (color, pref. position, etc.):	+	\$ .
Subtotal:	=	\$ .
Discount (Call to confirm Alliance status & eligibility) (May not use both Alliance and Agency Commission)	—	\$ .
<b>Total cost per insertion:</b>	<b>=</b>	<b>\$ .</b>

I, the undersigned, have read, fully understand and agree to the terms listed on this page and elsewhere in this marketing kit.

Authorized by:	Title:	Date:
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