



## Association *FOCUS* Ad Rates 2009

All advertising must be received at the MSAE office by the 15th of the month prior to the month of publication. Example: June issue deadline is May 15th. Artwork needs to be sent in digital form. Email digital file to Angela, [online@msae.com](mailto:online@msae.com).

**Mechanical Requirements:** Press quality PDF with fonts embedded. All digital images should be 300 DPI.

### Specifications

Size	Rate 12x	Rate 6x	Rate 3x	Rate 1x
<input type="checkbox"/> 1/8 page b/w	\$95	\$115	\$145	\$200
<input type="checkbox"/> 1/4 page b/w	\$165	\$195	\$230	\$285
<input type="checkbox"/> 1/2 page b/w	\$250	\$270	\$320	\$370
<input type="checkbox"/> Full page b/w	\$360	\$400	\$425	\$485
<input type="checkbox"/> 1/8 page 4/C	\$115	\$145	\$170	\$225
<input type="checkbox"/> 1/4 page 4/C	\$270	\$305	\$340	\$395
<input type="checkbox"/> 1/2 page 4/C	\$430	\$485	\$540	\$595
<input type="checkbox"/> Full Page 4/C	\$630	\$715	\$755	\$800
<input type="checkbox"/> Ad Insertion piece				\$470

### Dimensions (inches)

Width	Height
3 3/8"	2 1/4"
3 3/8"	4 5/8"
7 1/8"	4 5/8"
7 1/8"	9 1/8"
3 3/8"	2 1/4"
3 3/8"	4 5/8"
7 1/8"	4 5/8"
7 1/8"	9 1/8"
8 1/2"	11.0"

### Term

- One Month     Three Months  
 Six Months     Twelve Months

### Issue(s)

- January     February     March  
 April     May     June  
 July     August     September  
 October     November     December

### Contact Information

I agree to support the Midwest Society of Association Executives as an advertiser for the Focus newsletter. I understand and will abide by all terms and conditions.

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

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

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

### Payment Information

- Invoice  
 Enclosed is my check for \$ \_\_\_\_\_  
 Please charge my (Visa/MasterCard)

Credit Card #: \_\_\_\_\_

Exp Date: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

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

\* MSAE Members 5% discount

**PLEASE RETURN TO MSAE:**