



2012 Advertising Agreement *The Michigan Optometrist*

Company:		
Contact Person:	Title:	
Address:		
Phone:	City/State:	Zip:
Email Address:		
Authorized Signature:		

The Michigan Optometrist (bi-monthly magazine) - Price Per Issue

<u>Advertisement Sizes</u>	<u>One Issue</u>
Full Page (7"x 10.5")	<input type="checkbox"/> \$400
Half Page (7"x 5.25")	<input type="checkbox"/> \$350
Quarter Page (3.5" x 5.25")	<input type="checkbox"/> \$250
Business Card (3"x 5")	<input type="checkbox"/> \$175
<u>Inside Cover</u>	
Full page (7"x 10.5")	<input type="checkbox"/> \$450
Half Page (7"x 5.25")	<input type="checkbox"/> \$400
<u>Back Cover</u> (Taken for 2012)	
Full page (7"x 10.5")	<input type="checkbox"/> \$450

10% Discount for placing ads in all 6 issues of the magazine! *Must be advertising in the magazine for the first time.

**Deadline to receive discount:
January 6, 2012**

(Please choose the bi-monthly issue(s) that you request for placement)

Jan/Feb March/April May/June July/Aug Sept/Oct Nov/Dec

Submission Deadline:

Dates of Issues: If new ad copy is not furnished by 25th of the month preceding month of publication, the existing advertisement will be printed.

- Returning advertiser, please use my 2011 advertisement
- New or Returning advertiser: A new advertisement will be submitted by deadline.

Payment Information

- Check enclosed (make check payable to the Michigan Optometric Association)
- Credit Card (Visa/Mastercard/Discover only)

Cardholders Name:	
Card Number:	Security Code:
Exp. Date: ____/____	
Credit Card Billing Address:	

Advertisement Artwork

Please send Camera Ready copy to the MOA.

ACCEPTED FORMATS:

1. CDs with document file, and all associated files: logos, art, photos and FONTS. Document accepted as Adobe PageMaker 6.5 or 7.0, Adobe Illustrator, Adobe InDesign 2 or high-resolution Adobe Acrobat PDF. For best results, scanned photos and / or digital artwork must be AT LEAST 300 dpi. (Sorry, we do not accept Microsoft Publisher or Word)
2. Please make sure that ads supplied are the actual size of the advertisement being placed.
3. Black & White advertisements – no bleeds Color advertisements – 1/8” bleed accepted
4. Electronic Transfers - Send files to Bryan Dahl at: bryan@themoa.org.

We appreciate your attention to the above graphic standards.

All sizes are listed *wide dimension x tall dimension*.

PLEASE RETURN COPY OF THIS FORM TO: Michigan Optometric Association, 530 W. Ionia St., Ste. A, Lansing, MI 48933-1062 or fax: 517 482-1611

QUESTIONS? Call: 517.482.0616 or email: bryan@themoa.org

Your advertising dollars will be applied to your company level of sponsorship in the MOA Partner Program!

**THANK YOU FOR ADVERTISING WITH THE
MICHIGAN OPTOMETRIC ASSOCIATION.**