



# Michigan Optometric Association 2009 *The Michigan Optometrist* Advertising Agreement

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

## Price Per Issue

### Advertisement Sizes

### Pages - One Issue

Full Page (7"x9")

\$380

Half Page (7"x4", 3"-5")

\$330

Quarter Page

\$230

Business Card (3"-5")

\$165

### Inside Cover

Full page (7"x9")

\$425

Half Page (7"x4", 3"-5")

\$375

### Back Cover

~~Full page (7"x9")~~

~~\$450~~

10% Discount for ads in all 6 issues!

15% Discount for ads in all 6 issues for *new* advertisers!

**Deadline for discount submission:  
December 1, 2008**

*For color advertisement add \$95.00*

(Please choose the issue or issues that your advertisement should be placed)

January     March     May     July     September     November

**Total Sponsorship**    \$ \_\_\_\_\_

### Payment Information

Check enclosed (make check payable to the Michigan Optometric Association)

Credit Card (Visa/Mastercard only)

<b>Cardholders Name:</b>
<b>Card Number:</b> -            -            -
<b>Exp. Date:</b> ____/____

## **Publication and Closing Date**

**Dates of Issues:** January, March, May, July, September and November.

Final closing date: 25<sup>th</sup> of the month preceding month of publication.

If new copy is not furnished by closing date, the previous advertisement may be inserted.

## **Advertisement Artwork**

**Please send Camera Ready copy to the MOA.**

### **ACCEPTED FORMATS:**

1. CDs (Macintosh format preferred) 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 dbi. Laser print must be included. (*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 Carrie Barton at: [carrie@themoa.org](mailto:carrie@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: [carrie@themoa.org](mailto:carrie@themoa.org)

**THANK YOU FOR ADVERTISING IN THE *MICHIGAN*  
*OPTOMETRIST***