



Michigan Association of Public Employee Retirement Systems

# ADVERTISING RATE SHEET

## MAPERS Publications:

MAPERS offers three advertising mediums to advertise your company, services, special events, or hospitality programs:

- **Conference Programs:** MAPERS Conference Programs are distributed at both the Spring and Fall Conferences (approximately 600 attendees). Deadlines for advertising copy are April 1 and August 1.
- **Newsletters:** MAPERS publishes and distributes Summer and Winter Newsletters to current MAPERS members (approximately 1300 members). Deadlines for copy are June 1 and November 1.
- **MAPERS Web Page:** Corporate members of MAPERS can subscribe, on an calendar year basis, as a sponsor for the MAPERS Website. (The MAPERS Website home page gets an average of 1,000 hits a month). Website sponsor's will receive a link from our web site to their corporate website and will have their company website address published in the MAPERS annual Membership Directory.

## Electronic Specifications:

When submitting advertisements for MAPERS publications, **please submit your artwork in electronic format as a high resolution PDF file** (Portable Document Format). Please e-mail your advertisement to [info@mapers.org](mailto:info@mapers.org)

MAPERS also supports ads submitted using the following programs: Adobe PageMaker®, Adobe Photoshop®, Adobe Illustrator®, and Adobe InDesign for both Windows and Macintosh platforms.

**Important Note:** If you supply an advertisement in a program other than what is listed above, you may be charged a "conversion fee" – MAPERS will notify the advertiser prior to conversion if this is necessary. It is the advertiser's responsibility to provide a "hard-copy" proof of the ad by fax or mail to insure proper printing and conversion. If the final output is printed incorrectly, and a customer supplied proof was not supplied, MAPERS is not responsible for any errors that may have occurred.

If you are submitting original electronic artwork (artwork other than a high resolution PDF), please be sure to clearly indicate the file type, format, and version of your ad. In addition, please provide all fonts and graphics used to create the advertisement.

If you have any questions regarding artwork, or need PDF distiller settings for high resolution output, please contact MAPERS by phone (734-944-1144) or e-mail: [info@mapers.org](mailto:info@mapers.org). All ads will be printed in four-color process.

## Publications and Ad Deadlines

Issue	Ad Deadline/Closing Date
<b>PensionScope Newsletter</b>	
Summer Newsletter	June 1
Winter Newsletter	December 1
<b>Website Sponsor</b>	
Website Sponsor	February 15
<b>Conference Programs</b>	
Spring Conference Program	April 1
Fall Conference Program	August 1

## Advertising/Sponsor Rates and Sizes

Ad Size	1x Rate	10% off	25% off
<b>Traditional Placements:</b>			
Full Page	\$500	\$450	\$375
1/2 page	\$350	\$315	\$262. <sup>50</sup>
<b>Special Placements:</b>			
Back Cover	\$700	\$630	\$525
Inside Front Cover	\$600	\$540	\$450
Inside Back Cover	\$600	\$540	\$450
Inside Back Page	\$600	\$540	\$450
Center Fold	\$950	\$855	\$712. <sup>50</sup>
<b>Website Sponsor:</b>			
Website Sponsor	\$200	\$180	\$150

Prices indicated above are the cost of running an advertisement in each publication. 10% discounts are offered to advertisers placing ads in two (2) or more publications. 25% discounts are offered to advertisers placing ads in all four (4) MAPERS publications and sponsoring the Website.

## Color

**All advertisements are four-color process**

## Publication Information:

Frequency discounts of 10% and 25% reflect contracted ads.

## Ad Positioning:

Advertisers will be given the best location possible. Request for preferred positions will be honored when possible. Regular advertisers will be given preference for ad location.

## Copy and Space Order Regulations:

MAPERS reserves the right to reject any advertising based on content and/or improper format or size. Advertisers and advertising agencies shall assume liability for content of ads printed and also assume responsibility for any claims arising there from against MAPERS. MAPERS reserves the right to re-size advertisements that are not submitted in accordance to the indicated space size.

## Bleeds:

All MAPERS publications are printed in a finished trim size of 8.5" X 11". Ads that bleed should accommodate an 1/8" bleed on all bleeding edges.

## Questions:

You are welcome to contact MAPERS in the following ways: Phone: 734-944-1144, Fax number: 734-944-1145, e-mail: [info@mapers.org](mailto:info@mapers.org)



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# ADVERTISING RATE SHEET

## Order Information

→ Number of Ads Ordered ..... \_\_\_\_\_

→ Total Amount Due..... \$ \_\_\_\_\_  
pricing can be found on the opposite side of this form.

## Contact Information

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

Primary Contact Name: \_\_\_\_\_

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

City, State, Zip: \_\_\_\_\_

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

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

Fax: \_\_\_\_\_

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

## Payment Information

My check is enclosed payable to MAPERS

I am paying by credit card

American Express  VISA  MasterCard

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

Exp Date: \_\_\_\_\_ Verification Code: \_\_\_\_\_

Card Holder Name: \_\_\_\_\_

Card Holder Signature: \_\_\_\_\_

Billing address same as above

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

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

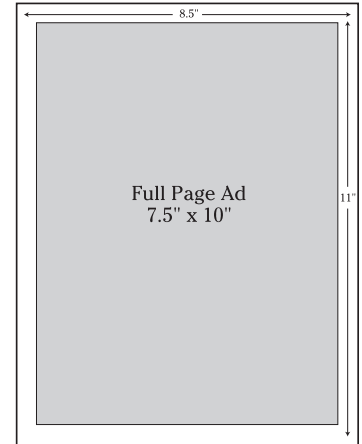
Billing State: \_\_\_\_\_ Billing Zip: \_\_\_\_\_

## Ad Commitment & Sizes

please check all sizes and issues that apply.

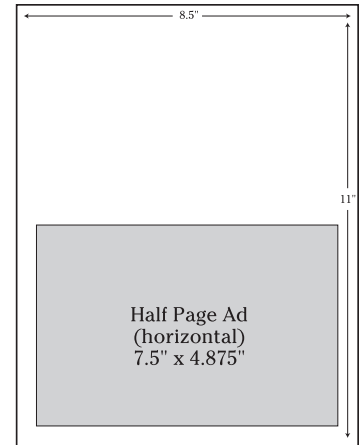
### Full Page Ad

- Summer Newsletter
- Winter Newsletter
- Spring Conference
- Fall Conference



### Half Page Ad

- Summer Newsletter
- Winter Newsletter
- Spring Conference
- Fall Conference



### MAPERS Website Sponsor

- MAPERS Website Sponsor

Website Address: \_\_\_\_\_  
(ex: www.mapers.org)

## Please submit this form, ad proofs and advertising copy to:

MAPERS  
 525 E. Michigan Ave. #409  
 Saline, MI 48176  
 Phone: 734-944-1144, Fax: 734-944-1145  
 E-mail: info@mapers.org