

Michigan Concrete Association 2016-17 Directory Ads

Deadline: October 29, 2016

Put your company and its products before the MCA membership and others all year long with an ad in the 2016-17 MCA Membership Directory.

The Directory lists members by company type, alphabetically within each type and ready mixed concrete producers by city and county. Tab pages mark each company category, with advertising space available on both sides of the tab.

Note: Company directory information sheets are included in this mailing.

Rates for Camera Ready Ads

	<u>Ad Size</u>	<u>Cost for Ads</u>
1/4 Page (Business Card)	(3 1/2" h x 2" w)	\$310.00
1/2 Page	(3 1/2" h x 4 1/2" w)	\$585.00
Full Page	(7 1/2" h x 4 1/2" w)	\$750.00
Tab Page	(as Full Page)	\$950.00
Inside Front/Back Cover	(as Full Page)	\$1250.00
Directory Back	(as Full Page)	\$1250.00
2 Page Spread in Center of Directory		\$1400.00

All ads are four color process, therefore no difference in price for black and white or color.

Formats for Ads

The following are acceptable formats for submitting ads.

1. Electronic files are preferred and recommended. Please email electronic file to cruthig@miconcrete.net. Please indicate on your email that it is for the **Michigan Concrete Association Directory**.
2. If you prefer, a CD with document and ALL associated files: logos, art, photos, fonts and graphic images. Acceptable design software (Macintosh or PC): Quark XPress 3 or 4, Adobe InDesign, Adobe Illustrator. Laser prints and associated color separations must also be included. PDF's of ads are also acceptable as long as they are sized for the appropriate ad size. Please mail all information to the MCA office – Attention: Corrina.
3. A laser printout can be used for one-color ads, or spot color ads where colors DO NOT touch. Screen should not exceed 85 lpi.

Ad Submission

Use the accompanying form to submit an ad.

Call Corrina at: (MCA) 800.678.9622 or email at: cruthig@miconcrete.net with questions.

How to Submit an Ad for the 2016-17 MCA Directory

Please Complete This Form

1. Include photo ready or color ready (as noted on the information page) copy/art. *If you send your ad electronically, which is preferred, this sheet still needs to be sent to the MCA.*
2. Send this form along with your ad (if you did not send electronically) to the MCA office by **October 29, 2016.**

Michigan Concrete Association
2937 Atrium Dr., Ste. 200
Okemos, MI 48864

Telephone: (800) 678-9622
Fax: (517) 374.7740
Email: cruthig@miconcrete.net

3. Payment will be due upon receipt of an invoice which will be mailed once the directory goes to print.

Contact Information

Company Name _____

Street Address _____

City, St., Zip _____

Tel. _____ Fax _____

Contact Person _____

Authorized Signature _____

Date _____ Amount of Ad \$ _____ Email: _____

Same Ad as 2015-16: **Yes** **No**

(Note: If yes, our printer will still have your ad in their files. No need to resend your ad. However, this form is still needed.)

Rates for Camera Ready Ads

	<u>Ad Size</u>	<u>Cost for Ads</u>
¼ Page (Business Card)	(3 ½" h x 2" w)	\$310.00
½ Page	(3 ½" h x 4 ½" w)	\$585.00
Full Page	(7 ½" h x 4 ½" w)	\$750.00
Tab Page	(as Full Page)	\$950.00
Inside Front/Back Cover	(as Full Page)	\$1250.00
Directory Back	(as Full Page)	\$1250.00
2 Page Spread in Center of Directory		\$1400.00

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Note: Please comply with one of the acceptable formats given in the formats for ads section.*