

# 2010 Advertising Rates & Information

**Michigan Food News**

Connect with your target market

◆ 42% of Michigan Food News retail readers have contacted a company based on advertising seen in the Michigan Food News.

◆ Another 58% say they haven't yet, but are likely to do so.

Source:  
Nov. 2005  
MGA member survey

## About the Michigan Food News

**CIRCULATION:** 9,000. Comprised of food retailers, suppliers and food, beverage and equipment manufacturers, brokers, wholesalers, distributors and service providers doing business in the Michigan food industry. Additional distribution to state agency officials, and state and federal legislators.

**PUBLISHING:** Published the first week of each month, except for a combined October/November issue published in late October, by the Michigan Grocers Service Corporation, Lansing, Michigan.

## Advertising Rates per insertion

### CALL OR EMAIL FOR RATES

Rate is determined by ad:

(1) Size (see below),

(2) Color (black and white, spot color, or four-color process), and

(3) Placement frequency during the contract period (11 issues). MGA must receive a signed advertising contract to issue multiple insertion discount rates. Contact Editor for more information.

### Inserts

Supplied inserts are accepted. For rates, contact Editor.

### Creative Services

Michigan Food News staff can provide creative services on a fee-basis, including building new or altering existing ads. The fee is \$50 per hour. Contact Editor for details.

### Advertising Inquiries

Direct inquiries to:

Lisa Reibsome, Editor, Michigan food News,  
Phone: (517) 449-2256; Fax: (517) 372-3002  
or email: MGAREibsome@comcast.net

## Mechanical Specifications

**Trim Size:** 10" x 14" ◆ **Paper:** 60 lb. Somerset Gloss Enamel

**Printing:** Sheet-fed offset ◆ **Bindery:** Saddle stitched

**Clearance Min.:** 1/8" between type/art & gutter or trim

**Preferred Ad Formats**—There is no extra charge to submit ads in these PC formats:

(1) Adobe PhotoShop .tif or .eps file; (2) High-resolution PDF with fonts embedded and raster images at 300 dpi; (3) Adobe PageMaker file; (3) Macromedia Freehand file.

**Accepted Ad Formats**—There is a **fee of \$50 per insertion** if ads are submitted in any of the following formats:

(1) **Any Macintosh file:** Adobe PageMaker, Illustrator or Photoshop file; (2) Macintosh or Windows: *any Quark Xpress file*; (3) *Film negatives:* right reading emulsion down at 150 lpi.

■ Acceptable Media: PC-formatted Zip Disks, CD-ROMs, or Emailed Files.

### PLEASE NOTE:

■ All images/ads must be in CMYK and high resolution (at least 300 dpi). MGA will not take responsibility for ads that do not meet these specifications.

### Payment Terms

Invoices are issued upon publication of each ad, with payment due 30 days from the billing date. A 10% late fee will be applied to all invoices more than 60 days past due. Additional ads will not be published for accounts over 60 days in arrears, until paid in full.

## Ad Sizes

### Width x Height

Full Page no bleed	9¾" x 13¾"
Full Page bleed	10" x 14" + 1/8" bleed on all sides
Half Page vertical	7¼" x 9¾"
Half Page horizontal	9¼" x 6½"
Quarter Page vertical	4¼" x 9½"
Quarter Page horizontal	7¼" x 4½"
Spread no bleed	13½" x 19½"
Spread bleed	20" x 14" + 1/8" bleed on all sides

## 2010 Ad Closing Dates

Issue	Space Reservation	Ad Materials
January	December 15, 2009	December 22, 2009
February	January 13, 2010	January 25, 2010
March	February 10	February 22
April	March 10	March 22
May	April 14	April 26
June	May 12	May 24
July	June 10	June 25
August	July 13	July 26
September	August 10	August 23
Oct./Nov.	October 1	October 15
December	November 11	November 22