

2011 Advertising Contract

Michigan Food News

Connect with your target market

Advertiser/Company Name _____

Contact _____

Address _____ City, State, ZIP _____

Phone _____ Fax _____ E-mail _____

A. Indicate which months you'd like the ad to appear. *Food News is published monthly, except for a combined Oct./Nov. issue published in late October. See 2011 Editorial Calendar for more information.*

B. Indicate ad size. See "2011 Advertising Rates & Information" for dimensions.

C. Indicate 4-color (this is full color), 2-color (black and a spot color), or black and white.

D. Indicate the format in which ads will be submitted. *Mac File: Add \$50 per insertion.*

Film: Add \$50 per insertion. See "2011 Advertising Rates & Information" for additional fees.

E. Indicate any special position, such as inside front cover. *Special position adds \$100 to rate.*

F. Indicate ad rate. See "2011 Advertising Rates & Information" for prices per size, color and frequency.

G. Sign and return contract. **Contract must be signed and returned to receive multiple insertion discount rates.**

A Month	B Full, Half or Quarter Page	C Color/B&W	D Ad Format	E Special Position
example: January	Full page	4-C	PDF	none
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				
11.				

■ Short-rate will be issued if rate billed is not earned within contract year or if advertising contract is not signed.

■ Invoices are issued upon publication of each ad. Payment is due within 30 days of 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■ Additional ads will not be published for accounts over 60 days in arrears until paid in full.

■ MGA cannot make changes to ads received later than the ad closing date.

Mail or Fax to:

Lisa Reibsome, Editor
 3550 Laureate Drive ❖ Holt, MI 48842
 Fax: (517) 372-3002 ❖ Phone: (517) 449-2256
 Email: MGARreibsome@comcast.net

F Rate per size, color & frequency	\$ _____
Fee for format	\$ _____
Fee for special position	\$ _____
Fee for creative services	\$ _____
Other	\$ _____
Total fee per insertion	\$ _____

G I agree to all terms of this contract.
 Signature _____
 Title _____ Date _____