

2011 Advertising Rates & Information



About the Michigan Food News

Readership: 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. Approximate readership rate of 9,000.

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

Rate is determined by ad size, color and placement frequency during the contract period (11 issues). MGA must receive a signed advertising contract to issue multiple insertion discount rates.

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 MGA for details.

Advertising Inquires

Direct inquiries to:

Lisa Reibsome, Editor, Michigan Food News,
(517) 449-2256; Fax: (517) 372-3002;
or e-mail: 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 .jpg file; (2) High-resolution PDF with fonts embedded and raster images at 300 dpi; (3) Adobe PageMaker file; (4) 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;** (2) Macintosh or Windows: any Quark Xpress or Illustrator 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 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	Reserve Space By	Ad Materials Due
January	December 15, 2010	December 22, 2010
February	January 14, 2011	January 24, 2011
March	February 11	February 23
April	March 11	March 24
May	April 14	April 25
June	May 12	May 25
July	June 10	June 24
August	July 13	July 25
September	August 10	August 22
Oct./Nov.	September 30	October 13
December	November 11	November 23