



# BioMatters

## Advertising Rates SPRING 2018

**Increase Visibility & Promote Your Brand: Advertise in the next issue of BioMatters!** BioMatters magazine is the only statewide publication devoted to promoting the companies, innovations, products, and people that make up Michigan’s bioscience community.

### Circulation:

Print distribution is by mail to MichBio members, VCs, legislators, and other stakeholders, as well as attendees at the MichBio Expo, MichBio Signature Events, and the BIO International Convention, along with numerous other state and national events. Digital and print distribution goes to more than 5,000 recipients including biosciences companies and service providers, state and regional funding sources, national VCs, economic development organizations, universities, and research institutions.



### Ad Rates: Reduced 2018 advertising rates for MichBio members!

Size and/or location	Members	Non-members
Inside front cover	\$3,500 - <b>SOLD!</b>	n/a
Inside back cover	\$1,500	\$3,500
Full page	\$1,000	\$2,500
Half page	\$500	\$1,500
Quarter page	\$250	\$750

View past issues  
and learn more:

[www.michbio.org/biomatters](http://www.michbio.org/biomatters)

### Ad Sizes:

- Full page: 8.5" w x 11" h (please include at least a .25" bleed on all full page ads)
- Half page horizontal: 7.5" w x 4.875" h
- Half page vertical: 3.625" w x 10" h
- Quarter page: 3.625" w x 4.875" h

### Camera-Ready Guidelines:

We accept files compatible with Adobe Illustrator, Adobe InDesign, Adobe Photoshop, and Adobe Acrobat. All fonts must be converted to outline. Photos and graphics in color must be saved in CMYK color; files should be at least 300 dpi.

### Deadline:

Insertion order and artwork for Spring 2018 issue due: April 15, 2017 - SPACE IS LIMITED!

**Contact:** Kate Oesterle | p: 734.527.9147 | e: [kate@michbio.org](mailto:kate@michbio.org) | [www.michbio.org](http://www.michbio.org)



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## Advertising Submission Form SPRING 2018 & FALL 2018

**Select Issue:**

Spring 2018       Fall 2018

**Select Ad Size:**

Full page    Half page (vertical)    Half page (horizontal)    Quarter page

**Ad Submission:**

We are providing a new ad.    We are using a previous ad; pick up from \_\_\_\_\_ issue of BioMatters.

**Billing Information:** (check one)       MichBio Member    Non-member

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Phone \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

Email \_\_\_\_\_

Total Due \_\_\_\_\_

Check Enclosed

Pay by Credit Card

Credit Card (name as it appears on card) \_\_\_\_\_

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

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

3-Digit Code \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

**Deadline:**

**Insertion order and artwork for Spring 2018 issue is due no later than April 15, 2018 - Don't delay, SPACE IS LIMITED!**

**Email art and insertion order to:**

Kate Oesterle | p: 734.527.9147 | e: kate@michbio.org | www.michbio.org