



# BioMatters

Advertising Rates  
Spring 2017

**Looking to influence Michigan’s bioscience leaders and decision makers?** 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 & Conference, MichBio Annual Meeting, and BIO International Convention, along with numerous other state and national events. Digital and print distribution goes to 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:

Size and/or location	Members	Non-members
Inside front cover	\$3,500	\$4,000
Inside back cover	\$3,000	\$3,500
Full page	\$2,000	\$2,500
Half page	\$1,000	\$1,500
Quarter page	\$500	\$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

Advertise in both  
the spring & fall  
issues to **save**  
**15%** on ads larger  
than half page!

### 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 2017 issue due: April 8, 2017

### Advertising Contact:

Kate Oesterle, Director of Marketing & Communications | 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 2017

**Select Issue:**

Spring 2017

**Select Ad Size:**

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

**Select Premium Placement:**

Inside back cover     Inside front cover  
 Other location \_\_\_\_\_

**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 2017 issue due: April 1, 2017

**Email art and insertion order to:**

Kate Oesterle, Director of Marketing & Communications | p: 734.527.9147 | e: [kate@michbio.org](mailto:kate@michbio.org) | [www.michbio.org](http://www.michbio.org)