



## Online Advertising Rates & Specs

Effective February 1, 2015

Looking for a cost-effective and targeted medium through which to promote a bioscience company, product, innovation, or event? Then consider placing a banner ad on [www.michbio.org](http://www.michbio.org), which receives thousands of unique views each month. Ads are prominently positioned in the rotating “spotlight” box on the homepage.

### Reservations:

Ads can be placed for up to 12 months and link to a specific URL. Ad reservations are made on a space-available, first-come basis and are due by the 25th of the month prior to the run date (or the nearest business day).

### Payments:

All payments must be made in full prior to run date (see insertion order form below). Pricing on next page.

### Ad Sizes:

- 238 px wide x 148 px high
- At least 150 dpi
- PNG format preferred
- RGB color

### Ad Placement:

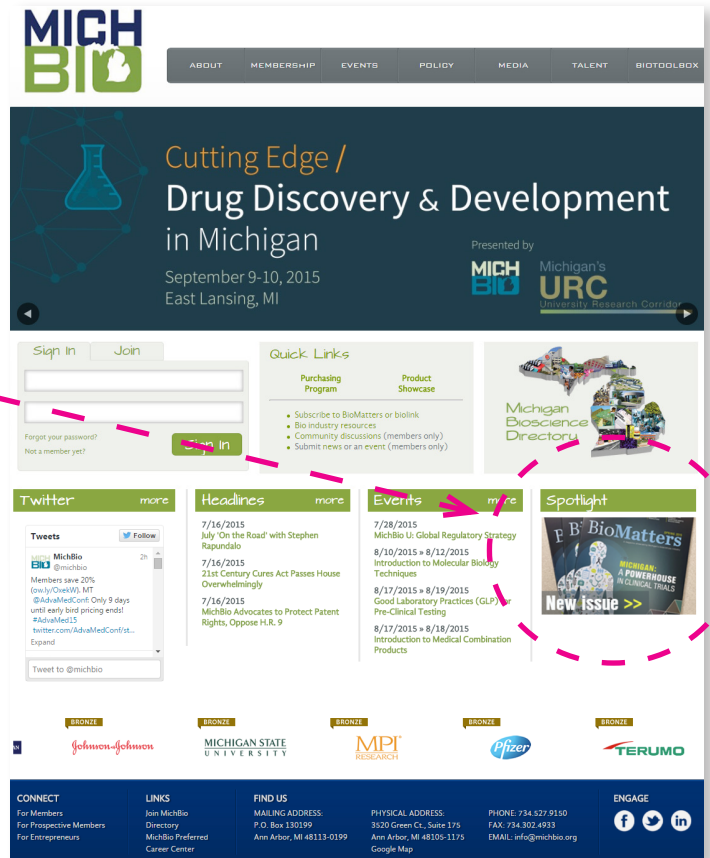
- Only one ad per company per month
- Ad schedules will begin on the first business day of the month, and conclude on the last business day of the month
- Ads can only be changed monthly

### Deadline:

Insertion order and artwork due by the 25th of the month prior to the run date (or nearest business day).

### Advertising Contact:

Katie Trevathan, Director of Marketing & Communications | p: 734.527.9147 | e: [katie@michbio.org](mailto:katie@michbio.org) | [www.michbio.org](http://www.michbio.org)





## Online Advertising Insertion Order

### Monthly Ad Rates:

(check one)

**1 month**

**3 months**

**6 months**

**12 months**

### Member Rate

\$250/month

\$225/month

\$200/month

\$175/month

### Non-Member Rate

\$350/month

\$325/month

\$300/month

\$275/month

\*A \$75 creative charge will be added for any edits required by MichBio.

### Month(s) to Run:

(check all that apply)

January

February

March

April

May

June

July

August

September

October

November

December

**URL for Ad:** \_\_\_\_\_

**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 \_\_\_\_\_

Expiration Date \_\_\_\_\_

### Email Art and Insertion Order to:

Katie Trevathan, Director of Marketing & Communications | p: 734.527.9147 | e: katie@michbio.org | www.michbio.org