



Advertising Guidelines & Contract for Michigan Police Chiefs Magazine



Michigan Association of Chiefs of Police
3474 Alaiedon Parkway Suite 600 · Okemos MI 48864
Phone: 517.349.9420 Fax: 517.349.5823
info@michiganpolicechiefs.org

The *Michigan Police Chiefs* magazine has a circulation of 1200 per magazine.
Advertisers are billed per ad by MACP upon publication.

Guidelines and rates for advertising are as follows:

- ◆ Advertisements must be provided digitally. If ad is presented in a camera ready format, there will be an additional charge to convert to digital file.
- ◆ **PREFERRED FORMAT FOR ADS IS PDF.** Adobe PDF files must have fonts embedded, set for CMYK output and 300 dpi resolution and if any elements go passed the trim, 1/8 bleed must be added

Our printer can accept programs in both Macintosh and PC format:

- High resolution PDF files with fonts embedded and images at 300dpi
- Adobe Illustrator EPS with fonts converted to outlines and images at 300dpi, include or embed linked images.
- Adobe PhotoShop TIFF, JPEG or EPS files at 300dpi
- Adobe InDesign with all fonts and linked images included with submission

Size	ONE Issue <i>PER</i> Issue Rate	TWO Issues <i>PER</i> Issue Rate	THREE Consecutive Issues <i>PER</i> Issue Rate
Full Page COLOR: 8.5 x 11 w/ 1/8" bleed	<input type="checkbox"/> \$580	<input type="checkbox"/> \$530	<input type="checkbox"/> \$490
Half Page COLOR: 7.75"W x 4.875" H	<input type="checkbox"/> \$490	<input type="checkbox"/> \$440	<input type="checkbox"/> \$400
Estimated Publish Date	Ad Deadline	Issue	Year
June 1	May 16, 2018	Summer (May)	<input type="checkbox"/> 2018
October 1	September 8, 2018	Fall (Oct)	<input type="checkbox"/> 2018
January 15	December 28, 2018	Winter(Jan)	<input type="checkbox"/> 2019

Please clearly complete the following and return to the MACP.

Company Name: _____ Contact Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

We hereby authorize insertion of our advertisement with the understanding that this contract covers the number of issues indicated above.

We understand that our advertisement will appear in the number of issues listed above and further agree that all copy and/or drawings will be furnished by the advertiser or it's agency or will be prepared by the printer and billed at cost. In the event of non-receipt of copy in time for publication, we agree that the publisher reserves the right to insert any recent copy for said advertiser. We understand that the MACP has sole discretion over placement of ads within the magazine.

It is agreed that no understanding exists between the publisher and the advertiser other than this contract and that we will be billed for our cost upon proof of publication. This order is not subject to cancellation except by mutual agreement of both parties.

Contract Authorized By: _____ Title: _____

Signature: _____ Date: _____



Advertising Schedule for Michigan Police Chiefs Magazine

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SUMMER 2018 (May) Issue

- **Ad Deadline:** May 12
- **Est. Publish Date:** June 2

FALL 2018 (Oct) Issue

- **Ad Deadline:** September 12
- **Est. Publish Date:** October 1

WINTER 2018 (Jan) Issue

- **Ad Deadline:** December 28
- **Est. Publish Date:** January 13