



Advertising Guidelines & Contract for Michigan Police Chiefs Magazine



Michigan Association of Chiefs of Police
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The *Michigan Police Chiefs* magazine has a circulation of over 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:

- Adobe InDesign CS 6.0 (or CC saved as IDML file)
- Adobe Photoshop CS 6.0
- Microsoft Publisher and Microsoft Word files are also accepted (previous formats are preferable)

Please provide a contact number if any problems with files should occur

For graphic design services please feel free to call Mark (Graphic Design/Electronic Pre-Press) with Aldinger, Inc. at
(517) 394-2424 or e-mail: graphicdesign@aldingerinc.com

Size	ONE Issue <i>PER</i> Issue Rate	TWO Consecutive 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	Submission Deadline	Issue(s)	
January 24, 2018	December 28, 2017	WINTER (Jan)	<input type="checkbox"/>
June 8, 2018	May 10, 2018	SUMMER (May)	<input type="checkbox"/>
October 6, 2017	September 8, 2017	FALL (Oct)	<input type="checkbox"/>

Complete the following and return to MACP (Please type or print clearly)

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.

Contract Authorized By: _____

Title: _____

Signature: _____

Date: _____