

# MICHIGAN Restaurateur

A PUBLICATION OF THE MICHIGAN RESTAURANT ASSOCIATION

MRA Member Ad Rates		1 Issue	4 Issues	Increased Circulation Aug. & Oct.	Full Year
FULL PAGE	Color	\$1265	\$1165	\$1355	\$7370
	Black & White	\$895	\$765	\$990	\$5040
2/3 PAGE	Color	\$1140	\$1055	\$1200	\$6620
	Black & White	\$730	\$630	\$800	\$4120
1/2 PAGE	Color	\$1030	\$960	\$1090	\$6020
	Black & White	\$600	\$510	\$660	\$3360
1/3 PAGE	Color	\$940	\$880	\$990	\$5500
	Black & White	\$480	\$400	\$530	\$2660

Non-Member Ad Rates		1 Issue	4 Issues	Increased Circulation Aug. & Oct.	Full Year
FULL PAGE	Color	\$1580	\$1455	\$1690	\$9200
	Black & White	\$1115	\$960	\$1230	\$6300
2/3 PAGE	Color	\$1420	\$1320	\$1510	\$8300
	Black & White	\$920	\$785	\$1000	\$5140
1/2 PAGE	Color	\$1285	\$1195	\$1355	\$7490
	Black & White	\$745	\$630	\$825	\$4170
1/3 PAGE	Color	\$1175	\$1095	\$1235	\$6850
	Black & White	\$595	\$500	\$660	\$3320

Ad Size	Width	Depth
Full Page	8.5" x	11"
2/3 Page	4.75" x	10"
1/2 Page Horz.	7.25" x	5"
1/2 Page Vert.	3.5" x	10"
1/3 Page Horz.	7.25" x	3.33"
1/3 Page Vert.	2.25" x	10"

## Ad Submission Standards:

Publication is saddle stitched, and printed sheet fed offset. Ads should be submitted via e-mail or mail:

- Quarkxpress (Stuffed or Zipped COLLECTED files + Fonts)
- .eps (300dpi)
- .tif (300dpi)
- HiRES.pdf (use "press" settings)

Files must be accompanied with hard copy proof. Color ads must have color proofs. Film output at cost to advertiser.

Bleed area: 8.75" x 11.25"

Trim area: 8.5" x 11"

Live area (Full Page): .50" in from Trim

## Ad Creation & Design Services:

Free to MRA members. Non-members - \$50.00 minimum charge for design and layout.

## Billing:

Invoices rendered upon release of issue(s) with a signed contract. Agency commission is 15% of gross billing allowed to recognized advertised agencies on space, color and position for non-member rates only.

## Contact:

To advertise or for more information, call the MRA at 800.968.9668.

## 2009 Editorial Calendar

February – Industry Forecast  
Ad copy deadline January 9

April – Beverage / Menu Trends  
Ad copy deadline March 13

June – Technology  
Ad copy deadline May 15

August – Business Relations  
Ad copy deadline July 17

October – Customer Relations  
Ad copy deadline September 11

December – End of the Year wrap up  
Ad copy deadline November 13