

# MICHIGAN Restaurateur

A PUBLICATION OF THE MICHIGAN RESTAURANT ASSOCIATION

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

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

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

## 2010 Editorial Calendar

**February – Industry Forecast**

Ad copy deadline January 8

**April – Beverage / Menu Trends**

Ad copy deadline March 12

**June –Customer Service**

Ad copy deadline May 14

**August – Innovative Solutions**

Ad copy deadline July 16

**October – Technology**

Ad copy deadline September 10

**December – End of the Year wrap up**

Ad copy deadline November 12