

# MICHIGAN TRAILS

## MAGAZINE

2021

### ADVERTISING SPACE RESERVATION AGREEMENT

**BILLING INFORMATION**

Business Name: \_\_\_\_\_

Billing Contact: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ Michigan, Zip: \_\_\_\_\_

Phone #: \_\_\_\_\_ Fax #: \_\_\_\_\_ Web Site: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone #: \_\_\_\_\_ Email: \_\_\_\_\_

#### PRINT ADVERTISING POSITIONS AND RATES

**TRAILBAZER – Full-Page Prime Positions:**

- Back Cover \$3,875 \_\_\_\_\_
- Inside Back Cover \$3,575 \_\_\_\_\_
- Inside Front Cover (left side) \$3,575 \_\_\_\_\_
- Inside Front Cover (right side) \$3,575 \_\_\_\_\_
- First Inside Spread (pages 4 or 5) \$3,575 \_\_\_\_\_
- Facing Table of Contents \$3,575 \_\_\_\_\_
- Facing Introductory Article \$3,475 \_\_\_\_\_
- Facing Feature Article \$3,375 \_\_\_\_\_
- Facing Regional Trail Map Page \$2,975 \_\_\_\_\_

**TRAIL SPONSOR – Facing Specific Trail Map:**

- Full Page (size: 8.5" x 10.75" Full Bleed) \$2,725 \_\_\_\_\_  
Map: \_\_\_\_\_
- Half Page (size: 7.5" x 4.75" Horizontal) \$1,450 \_\_\_\_\_  
Map: \_\_\_\_\_
- Quarter Page (size: 3.625" x 4.75" Vertical) \$775 \_\_\_\_\_  
Map: \_\_\_\_\_
- Eighth Page (size: 3.625" x 2.25" Horizontal) \$395 \_\_\_\_\_  
Map: \_\_\_\_\_

**WEBSITE ADVERTISING:** (Circle Selection)

**LEADERBOARD AD – Top of Web Page**

POSITION	12 MONTHS	6 MONTHS	3 MONTHS
Home Page	\$995	\$895	\$795
Primary Pages	\$495	\$425	\$395
Trail Pages	\$395	\$325	\$295
Web Page:	_____		

**BILLBOARD AD – Right Side of Web Page**

POSITION	12 MONTHS	6 MONTHS	3 MONTHS
Home Page	\$795	\$695	\$595
Primary Pages	\$395	\$325	\$295
Trail Pages	\$295	\$225	\$195
Web Page:	_____		

Trail Resource Guide Listing: \$99 (12 months) \_\_\_\_\_

Web Page: \_\_\_\_\_

**TOTAL CONTRACT AMOUNT:** \_\_\_\_\_

#### PRINT ADVERTISING SPECIFICATIONS AND POLICIES

**RESERVATION DEADLINE FOR 2021 EDITION:** February 12, 2021  
**ADVERTISING ARTWORK MATERIALS DEADLINE:** March 1, 2021  
**TERMS:** Payment due in full by April 23, 2021. Pay early and received a **5% discount** for payments received in full by February 12, 2021 or within 10 days of invoice date. Late payments subject to 18% interest.  
**PRINT ADVERTISING MATERIALS SPECIFICATIONS:**  
 Advertising artwork supplied by client (or created by Rockford Advertising at hourly rate of \$50). All advertisements are four-color-process. All full page advertisements are full-bleed. Publication Trim Size: 8.5" x 10.75". Bleed: Add 1/8" (.125") bleed edge on all four sides.  
**ELECTRONIC FILES:**  
 Michigan Trails Magazine is a "computer-to-plate" publication. Electronic files required for all advertisements. Artwork must be submitted as a "Press Quality PDF" file. All images must be 300 dpi resolution at 100% of size used in ad, CMYK mode. Electronic files should be emailed as attachment to: rpulver@RockfordAdvertising.com.

#### WEBSITE ADVERTISING SPECIFICATIONS AND POLICIES

**RESERVATION DEADLINE:** None. Ads placed within one week of acceptance of reservation agreement and receipt of ad artwork.  
**TERMS:** Payment due in full within 30 days of invoice date. Late payments subject to 18% interest.  
**WEBSITE ADVERTISING ARTWORK SPECIFICATIONS:**

- **Leaderboard** ad dimensions are 1450 pixels wide x 180 pixels high.
- **Billboard** ad dimensions are 522 pixels wide x 324 pixels high.
- Ad artwork must be in jpeg format with file size less than 30KB.
- Submit ad as email attachment to: rpulver@rockfordadvertising.com

#### ACCEPTANCE OF AGREEMENT:

Signature below indicates that client has read and accepted the above order, terms, conditions, billing and policies as stated in this agreement. Any changes must be in writing and accepted by Rockford Advertising.

Name (print): \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

Signature: \_\_\_\_\_