



SPECTRUM

2011 NEWSLETTER ADVERTISING CONTRACT

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 Email Ads • donna@mippa.org

ARTWORK For Email Publications

Ad rates are based on one-color or full color, camera ready artwork in Windows-based JPG, PNG, GIF or PDF format.
 Emailed issues are sent to over 1400 recipients and posted on our website
 Ads should be sent to donna@mippa.org

PUBLICATION SCHEDULE

The Spectrum is published monthly. Size: 8 1/2" x 11"
 Deadline for receipt of artwork is the 10th of the Month prior to publishing.

RATES

SIZE (inches) Width x Height

Full Page	7.0x9.0
1/2 Page	3.375x9 or 7x4.35
1/4 Page	3.375 x4.375

<u>Emailed Publication:</u>	<u>Cost Per Issue</u>	<u>6 Issue Discount</u>	<u>3 Issue Discount</u>
Full Page	\$ 175.00	\$ 945.00	\$ 498.75
1/2 Page	\$ 95.00	\$ 513.00	\$ 270.75
1/4 Page	\$ 65.00	\$ 351.00	\$ 185.25

Non-Member Pricing

Per Issue Price:	Add \$20.00
6 Issue Price:	Add \$120.00
3 Issue Price:	Add \$60.00



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PLEASE COMPLETE SECTION BELOW AND RETURN TO MiPPA

Company Name _____

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Ad Size: Full Page 1/2 Page 1/4 Page

REQUIRED: Month(s) requested for: _____

Single Issue: Amount Enclosed: _____

6 Issue Contract: Amount Enclosed _____

3 Issue Contract: Amount Enclosed _____

Payment by Check #: _____ (Made payable to MiPPA)

Payment by Credit Card: Visa Mastercard American Express (please circle one)

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