

Link

*to 1,800 Michigan
broadcasters and
supporters.*

Maximize

your business in 2009.

Save!!

money and gain value.

*Michigan Association of Broadcasters
Advertising Plans and Contract*



Let 2009 be your breakthrough year. Through your paid advertisement your company will gain valuable exposure with Michigan broadcasters, owners, supporters and suppliers allowing you the opportunity to increase your business all year long! Don't hesitate on this opportunity! Call today!



2009 Advertising Plans

1. Choose the Advertising Plan that best fits your company:

Monthly e-Newsletter AND Annual Report

Packages include 6-months or 12-months. All ads are in color and include a link from your ad to your web site or to a direct email. The e-Newsletter is the official monthly communication for the MAB and MAPB and its members, service providers and supporters. The circulation is 1,800 and includes all member contacts at all levels at each member station, owners, suppliers, legislators, congressional delegates and more. All e-newsletter packages include one ad in the MAB Annual Report which is printed annually and mailed with a personalized letter to all MAB members, suppliers and supporters. Circulation is about 1,000. This is truly the premier printed piece for the association and its members.

Ad Type	Dimensions	6 mos.	12 mos.
Small E-Newsletter Ad	180p wide x 150p tall	\$300	\$500
Small Annual Report Ad (1)	3.5" wide x 2" tall		
Medium E-Newsletter Ad	370p wide x 375p tall	\$450	\$675
Medium Annual Report Ad (1)	4.5" wide x 4" tall		
Large E-Newsletter Ad	700p wide x 375p tall	\$800	\$1,000
Large Annual Report Ad (1)	9.25" wide x 3.5" tall		

GLBC Guide - printed

The GLBC Guide is the official informational piece for the largest MAB conference each year and is printed in black and white. Average attendance for GLBC is 1,200.

<input type="checkbox"/> Small GLBC Guide Ad	4.5" wide x 1.75" tall	\$80
<input type="checkbox"/> Medium GLBC Guide Ad	4.5" wide x 4" tall	\$125
<input type="checkbox"/> Large GLBC Guide Ad	4.5" wide x 7.5" tall	\$175

MAB 60th Anniversary and Awards Banquet Program - printed

Celebrate with the MAB and/or help honor the 2009 Hall of Fame and Lifetime Achievement Award recipients with an ad in the Awards Banquet Program. The program is printed in black and white. Average attendance for the banquet is 200.

Small Banquet Ad	4.5" wide x 1.75" tall	\$80
Medium Banquet Ad	4.5" wide x 4" tall	\$125
Large Banquet Ad	4.5" wide x 7.5" tall	\$175

Legislative/Legal Monitor - online

The Legislative/Legal Monitor is emailed twice a month to our key members and legislative contacts. Circulation is approximately 300.

Ad Type	Dimensions	6 mos.	12 mos.
Legislative/Legal Monitor Ad	180p wide x 150p tall	\$150	\$200

MAB Web Site - online

Ad Type	Dimensions	6 mos.	12 mos.
Small Web Ad	180p wide x 150p tall	\$150	\$200
Banner Web Ad	486p wide x 60p tall	\$300	\$350



2. Prepare your ad:

All ads must be received by the MAB on the deadline date for each issue. **PRINT ADS** must be at least 300 dpi. All ads must be provided in the dimensions provided in either of the following formats: JPEG, TIFF or EPS.

Composition of ads from scratch can be provided by MAB's graphic designer. This service is available at a rate of \$55.00/hr.

3. Deadlines ...Mark your calendar for the ad deadlines:

MAB and MAPB e-Newsletter	Awards Banquet
New or updated ads must be received by the MAB by the 1st of each month to be included in that month's issue.	July 7-1-09
Annual Report September 9-1-09	Web Site New or updated ads must be received by the MAB by the 1st of each month.
GLBC Guide February 2-9-09	Legislative/Legal Monitor Ad New or updated ads must be received by the MAB by the 1st of each month.

Placement requests will be taken on a first come, first serve basis. **NO GUARANTEES** can be made. However, every effort will be made to place your advertising based on your placement preference.

Payment is due with a signed contract. Make checks payable to **MAB**.



Advertising Contract

COMPLETE YOUR INFORMATION

Company _____

Address _____

City, State, Zip _____

Phone (_____) _____

Fax (_____) _____

Contact Person _____

Email Address _____

MAB Member Yes No I would like information on becoming a member.

CHOOSE YOUR PLAN

Monthly e-Newsletter AND Annual Report

- Small E-Newsletter Ad 180p wide x 150p tall 6 mos. \$300
- Small Annual Report Ad (1) 3.5" wide x 2" tall
- Small E-Newsletter Ad 180p wide x 150p tall 12 mos. \$500
- Small Annual Report Ad (1) 3.5" wide x 2" tall
- Medium E-Newsletter Ad 370p wide x 375p tall 6 mos. \$450
- Medium Annual Report Ad (1) 4.5" wide x 4" tall
- Medium E-Newsletter Ad 370p wide x 375p tall 12 mos. \$675
- Medium Annual Report Ad (1) 4.5" wide x 4" tall
- Large E-Newsletters Ad 700p wide x 375p tall 6 mos. \$800
- Large Annual Report Ad (1) 9.25" wide x 3.5" tall
- Large E-Newsletters Ad 700p wide x 375p tall 12 mos. \$1,000
- Large Annual Report Ad (1) 9.25" wide x 3.5" tall

GLBC Guide - printed

- Small GLBC Guide Ad 4.5" wide x 1.75" tall \$80
- Medium GLBC Guide Ad 4.5" wide x 4" tall \$125
- Large GLBC Guide Ad 4.5" wide x 7.5" tall \$175

MAB 60th Anniversary and Awards Banquet Program - printed

- Small Banquet Ad 4.5" wide x 1.75" tall \$80
- Medium Banquet Ad 4.5" wide x 4" tall \$125
- Large Banquet Ad 4.5" wide x 7.5" tall \$175

Legislative/Legal Monitor - online

- Legislative/Legal Monitor Ad 180p wide x 150p tall 6 mos. \$150
- Legislative/Legal Monitor Ad 180p wide x 150p tall 12 mos. \$200

MAB Web Site - online

- Small Web Ad 180p wide x 150p tall 6 mos. \$150
- Small Web Ad 180p wide x 150p tall 12 mos. \$200
- Banner Web Ad 486p wide x 60p tall 6 mos. \$300
- Banner Web Ad 486p wide x 60p tall 12 mos. \$350

Placement requests will be taken on a first come, first serve basis. **NO GUARANTEES** can be made. However, every effort will be made to place your advertising based on your placement preference. Make checks payable to **MAB**.

I understand all of the terms of this advertising contract as stated here and on the Advertising Rate Sheet. Enclosed is my payment.

X _____ Date _____

PAYMENT

Check - No. _____

Visa MC A/E

Card Number _____

Exp. Date ____/____/____

Name on Card _____

Address _____

City/State/Zip _____

Signature _____

All advertising fees, with the exception of hourly art charges, are due at the time of order. Please include payment with this order form and return to:

FOR OFFICE USE ONLY

Advertising Plan Rate _____

Additional Advertising _____

Subtotal _____

Ad Correc./Chgs. (\$30/hr.) _____

Ad Composition (\$55/hr.) _____

TOTAL ADV. CHARGES

AD ORDER _____ ART CHARGES _____

Check No. _____ Check No. _____

Date Rec. _____ Date Rec. _____



819 N. Washington Ave.
Lansing, MI 48906
800.968.7622 • sochay@michmab.com

Payments to the Michigan Association of Broadcasters may be deductible as a legitimate business expense under the Internal Revenue Code. **They are not** deductible however, as charitable contributions for federal income tax purposes.