



MICHIGAN MERIT

Michigan Merit is the official quarterly publication of the Associated Builders and Contractors of Michigan. This is your opportunity to advertise your company statewide in *Michigan Merit* and the e-newsletter, *Merit Minute*.

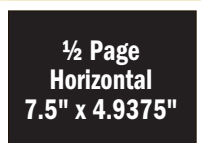
Each issue of *Michigan Merit* is distributed statewide to the membership as well as several non-member Merit Shop Contractors which represent the majority of the construction workers statewide. In addition, distribution includes key decision-makers and policy makers throughout the state. Each issue is distributed to over 1300 companies and organizations reaching more than 5000 construction professionals and industry partners.

This publication brings vital information to the construction industry in the state allowing it to run more effectively, efficiently and successfully. Advertising opportunities are available to both members and nonmembers. Advertising benefits include:

- Advertising in the ABC magazine is the one-stop source for effectively marketing statewide to the merit shop construction industry in Michigan.
- The publications' readership contains the decision-makers in the construction industry in Michigan, suppliers to the industry, our state legislators and those in key state and local government positions.
- Construction companies and their employees use the products and services marketed through the ABC publication because they support the companies that support the merit shop construction industry.

MAGAZINE AD SIZES

(trim size 8½" x 11")



1/8 Page Horizontal
3.6875" x 2.4063"

1/8 Page Vertical
1.7813" x 4.9375"

MICHIGAN MERIT ADVERTISING RATES

All Ads are four-color and are quoted in U.S. dollars.

Ad Size	MEMBER RATES				NON-MEMBER RATES			
	1X	2X	3X	4X	1X	2X	3X	4X
Full page	\$1030	\$980	\$930	\$880	\$1150	\$1100	\$1050	\$1000
Half page	\$780	\$740	\$700	\$660	\$855	\$815	\$775	\$735
Quarter page	\$420	\$400	\$380	\$360	\$470	\$450	\$430	\$410
One-eighth page	\$215	\$205	\$195	\$185	\$315	\$300	\$285	\$270
Premium*	\$1440	\$1370	\$1300	\$1230	\$1600	\$1500	\$1440	\$1365

*Premium space is front cover, back cover, inside front and back covers.

NOTE: Ads to be provided ready for placement - additional fees will be charged for adjustments or resizing.

MAGAZINE ADVERTISING DEADLINES

The advertiser may change materials with any insertion, yet authorizes the previous advertisement to be repeated if new materials are not furnished by the closing date (mail dates subject to change).

Issue	Space Reservation	Artwork Due	Mail Date	Bonus Distribution
Winter 2010-11	December 3	December 10	January 7, 2011	State Legislative Day
Spring 2011	March 4	March 11	April 1	Chapter Events
Summer 2011	June 3	June 10	July 1	State Contractor Summit
Fall 2011	September 9	September 16	October 7	Chapter Events
Winter 2011-12	December 2	December 9	January 6, 2012	2012 Legislative Day

MERIT MINUTE ADVERTISING RATES (each month - 2 issues per month)

Buttons	1 months	2 months	4 months	6 months
Member	\$140	\$125	\$115	\$100
Non-Member	\$165	\$150	\$140	\$125

Merit Minute artwork due one week prior to first insertion. Electronic artwork can be saved at 72 dpi. JPEG images only. Email electronic artwork to boardway@abcmi.com. Please include web site address that ad should link to when submitting electronic artwork.

GRAPHIC DESIGN SERVICES

Ad design, adjustments or resizing are billed at \$50.00 per hour for members and \$100.00 per hour for nonmembers. Contact Mary Boardway at boardway@abcmi.com.



120 N. Washington Sq., Suite 805
 Lansing MI 48933
 Phone: (313) 884-3550

ARTWORK REQUIREMENTS

Ads are to be supplied properly sized and ready to place. Any adjustments, resizing or reformatting necessary for placement will be subject to additional charges. Ads MUST be supplied in a digital format and can be submitted on CD or e-mail. Please label each disk with its contents including platform (Mac or Windows), file type, file name and colors used. Ads must be accompanied by a hardcopy of art or PDF.

Michigan Merit is offset printed on 80# gloss stock in a four color process. No PMS color accepted (PMS will be converted to four color process). Color ads must be sent in process color: cyan, magenta, yellow and black (CMYK). Trim size for Michigan Merit is 8.5 x 11 inches. Bleeds must extend at least 1/8 of an inch from page. Live copy should be kept 1/2" from trim. All ads

ADVERTISING CONTRACT

The advertiser may change materials with any insertion, yet authorizes the previous advertisement to be repeated if new materials are not furnished by the issue closing date. All advertising orders accepted by ABC are subject to the terms and provisions of the current rate card. It is agreed between the parties of this contract that a cancellation will be accepted once ABC has received written notice from the advertiser prior to the appropriate closing date. All ads are subject to approval. ABC reserves the right to reject any advertising without cause or prior notice. Appearance of ads in the ABC magazine does not constitute endorsement of the advertiser, its products, or services. ABC reserves the right to edit ads when necessary. Claims for adjustment due to error must be made within 10 days of insertion. All advertising changes must be made in writing. Please check your ads the first time they are published. ABC is not responsible for more than one incorrect insertion. ABC is not responsible for any financial costs advertisers may

are to be bordered with a .5 thick black rule. Magazine is saddle stitched.

Preferred file formats (All files are subject to review):

- Mac or Windows
- High-resolution PDF files with fonts embedded and raster images at 300 dpi (low-resolution artwork will be refused).
- Adobe Illustrator eps with fonts converted to outlines and raster images at 300 dpi.
- Adobe PhotoShop tiff or eps (300 dpi)
- Adobe Indesign or Pagemaker
- Quark and Quark Xpress
- Include ALL fonts and images or photos.

incur as a result of an error. The liability of ABC for failure to publish an advertisement for any reason in the issue specified will be limited to publishing the advertisement in a subsequent issue at the regular rate. ABC is not responsible for how individuals may respond to articles or advertising. Advertisers, who have not paid for an insertion within 90 days of the invoice date, will be subject to a suspension of their current contract.

NOTICE TO ADVERTISERS:

ABC of Michigan has contracted with Arion Media to assist in the production of *Michigan Merit* and the *Merit Minute* newsletter. Anthony Kalogridis and Betty Lou Detscher will be contacting you to ask you to support ABC of Michigan and the Merit Shop Construction industry in the state by investing in advertising opportunities in our publications. You may reach Anthony and Betty Lou at 1-313-884-3550.

Order Date: _____

Company Name (as it appears in index): _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

Publication Order: *Michigan Merit Magazine* *Merit Minute* E-newsletter

Michigan Merit Issues: Winter 2010 Spring 2011 Summer 2011 Fall 2011 Winter 2011

Michigan Merit Ad Size: _____ Position: _____ Discount: _____ Total Cost: _____

Merit Minute Ad Frequency: _____ Discount: _____ Total Cost: _____

Ad Materials _____ Net Total: _____

Authorized by (please print) _____

Signature _____

Please return contract to Anthony Kalogridis Fax: (313) 216-2727 ■ Email: anthonykal@comcast.net