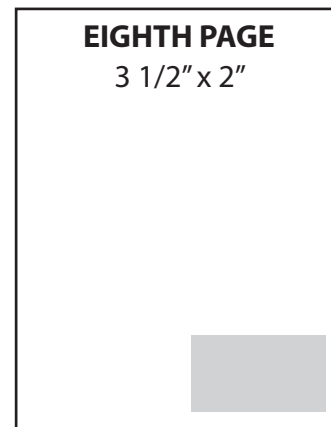
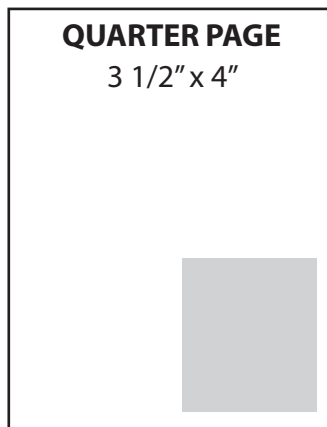
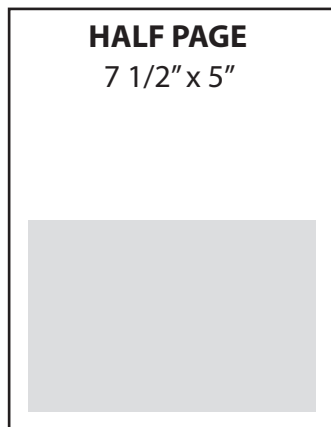


ADVERTISING RATE CARD

Effective January 2017

Price Per Issue					
Ad Size	Single	1 Year	Premium Positions		
Full Page	\$500	\$1,700	Covers	Single	1 Year
Half Page	\$300	\$1,050	Inside Front	\$700	\$2,350
Quarter Page	\$200	\$675	Inside Back	\$700	\$2,350
Business Card	\$100	\$325	Back Cover	\$850	\$2,850
ALL RATES INCLUDE FULL COLOR					
Website Advertising (3 mo. min.)					
Front Page \$166/month					
Secondary Page \$80/month					

*Rates above assume current MCA membership. If not a member call 800.610.4512 for rates.



AD MATERIAL REQUIREMENTS

Transfers should include document file and all associated files: logos, art, photos and fonts (we may substitute closest matching font.) Document accepted as Adobe Illustrator, Adobe InDesign, or high-resolution .tif, .jpg, .eps, or Adobe Acrobat PDF. For best results, scanned photos and/or digital artwork must be **at least 300 dpi** at the intended print size. **We appreciate your attention to the above graphic standards.**

SHIPPING INSTRUCTIONS

Send contracts, insertion orders, copy instructions and artwork to:

Midwest Carwash Association

Attn: Hillary Walilko

120 N. Washington Square, Suite 110A ♦ Lansing, MI 48933

Phone: 800.610.4512 ♦ Fax: 517.371.1170

E-mail: walilko.h@gcsionline.com ♦ www.midwestcarwash.com

2017 Advertising Contract

Company _____
 Contact Person _____
 Address _____ City/State _____ Zip _____
 Phone _____ Fax _____
 Authorized Signature (required) _____

Price Per Issue						
Ad Size	Single	1 Year	Premium Positions			
			Covers	Single	1 Year	
Full Page	<input type="checkbox"/> \$500	<input type="checkbox"/> \$1,700	Inside Front	<input type="checkbox"/> \$700	<input type="checkbox"/> \$2,350	
Half Page	<input type="checkbox"/> \$300	<input type="checkbox"/> \$1,050	Inside Back	<input type="checkbox"/> \$700	<input type="checkbox"/> \$2,350	
Quarter Page	<input type="checkbox"/> \$200	<input type="checkbox"/> \$675	Back Cover	<input type="checkbox"/> \$850	<input type="checkbox"/> \$2,850	
Business Card	<input type="checkbox"/> \$100	<input type="checkbox"/> \$325				

ALL RATES INCLUDE FULL COLOR

Website Advertising (3 mo. min.)

Front Page \$166/month

Secondary Page \$80/month

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Advertisement artwork: Use art from 2016 I will provide new art by due date

Indicate the issue(s) in which your ad will appear (Mark the box):

All Four Issues First Quarter Second Quarter Third Quarter Fourth Quarter

Artwork due date: February 10th May 5th July 21st October 20th

Issue distribution dates are approximately six weeks after the art due date for that issue.

PAYMENT METHOD

Bill me once for selected issues Bill me quarterly Check payable to MCA Check # _____

Credit Card: VISA MasterCard Discover Amex

Credit Card Number: _____ Expiration: _____ Code: _____ Zip: _____

Name: _____ Signature: _____

REMIT ALL FORMS TO : Midwest Carwash Association
 120 N. Washington Square
 Suite 110A
 Lansing, MI 48933
Or Fax to 517.371.1170

QUESTIONS? Please visit www.midwestcarwash.com
 or contact Hillary Walilko at 1.800.610.4512 or
walilko.h@gcsionline.com.