

ADVERTISING RATE CARD

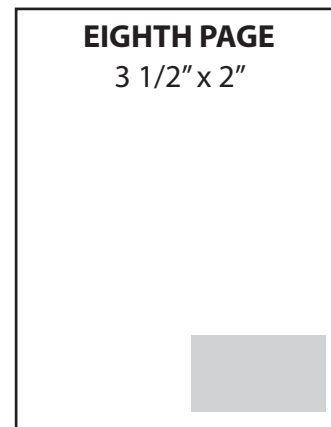
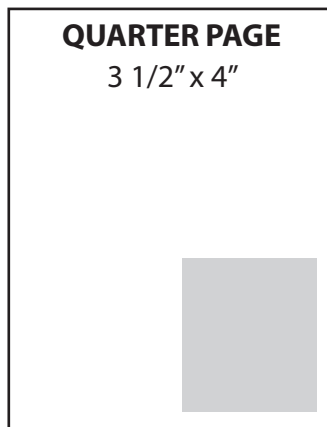
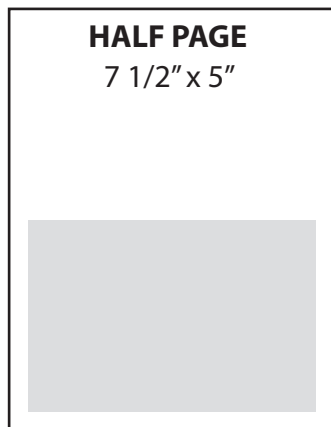
Effective January 2018

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

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



2018 Advertising Contract

Company _____

Contact Person _____

Address _____ City/State _____ Zip _____

Phone _____ Fax _____

Authorized Signature (required) _____

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Full Page	<input type="checkbox"/> \$500	<input type="checkbox"/> \$1,700	Inside Front	<input type="checkbox"/> \$700	<input type="checkbox"/> \$2,350	<input type="checkbox"/> \$2,350
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Advertisement artwork: Use art from 2017 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 11th May 6th July 22nd October 25th

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

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.