



# MEDIA KIT

## PRODUCTION SPECS

The interior pages of Michigan Sheep Producers newsletter is printed on 70# uncoated stock with greyscale printing. The cover is printed on 80# uncoated stock with double-sided color printing. Color ads for interior pages will be converted to black and white if they are not already sent that way. Trim size is 8.5" x 11". Newsletter is saddle-stitched.

### Preferred File Formats

High resolution Adobe PDF files are preferred. Ads should be submitted complete and ready for output, no crops or bleed marks.

### Digital Requirement

Please email all files to [misheepeditor@yahoo.com](mailto:misheepeditor@yahoo.com).

## TYPESETTING & DESIGN SERVICES

MSPA provides basic typesetting services to original ads free of charge. Free basic typesetting services include:

- typesetting customer-provided text
- arranging a logo and text inside an ad space

Professional graphic design services can be purchased for an additional \$65/hour. Purchased design services include the above as well as:

- placing photos inside the ad space
- enhancing the appearance of the ad
- choosing a visually appealing, professional font

Advertisers will receive a digital proof of their ad prior to publication. Advertisers are responsible for reviewing the proof for accuracy and submitting changes as needed.

Those wishing to utilize typesetting/design services should submit their material two weeks prior to the ad deadline.

### Copy

It is important that advertising copy is typed exactly as it should appear in the ad. Typed copy is required and should be sent via email.

### Artwork/Logos

Photos and logos to be included in the ad must be submitted at 300 dpi or higher. Image file formats accepted are JPG, PDF, EPS or PNG.

## SPECIAL POSITIONS

Requested positions are not guaranteed unless stated as a paid position. Check rate schedule for inside back cover and back cover placement. Inside back cover and back cover placement ads must be in full color. Availability is subject to editor approval.

## PLACEMENT

Along with being placed in our printed newsletter, ads will also be shown on MSPA.org.

## AD RATES

Full Color	1x	4x
Inside Front Cover (Full Page)	\$250	\$900
Inside Back Cover (Full Page)	\$250	\$900
Back Cover (Half Page)	\$120	\$432
Black & White	1x	4x
Full Page	\$200	\$720
Half Page	\$110	\$396
Quarter Page	\$60	\$216
Business Card	\$25	\$75

### Member Discount

MSPA members receive a 10% discount per insertion.

### Frequency Discount

Advertisers that purchase space in all 4 issues receive a discount of 10% per insertion.

## AD DIMENSIONS

	Width	Height
Full Page	7.5"	10"
Half Page Horizontal	7.5"	4.875"
Half Page Vertical	3.625"	10"
Half Page Island	4.9167"	7.5"
Quarter Page Horizontal	7.5"	2.3125"
Quarter Page Vertical	3.625"	4.875"
Business Card	3.625"	2.3125"

