

School Nutrition Association of Michigan

First Hand News Advertising Contract

2009-2010 School Year

Contact Information

Name: _____

Company: _____

Address: _____

City, State, Zip: _____

Telephone: _____

Fax: _____

E-mail: _____

Signature: _____

Date: _____

Advertising Rate Table

Ad Size (Magazine)	Member	Non-Member
• Full Page (7.5" x 10")	\$390	\$450
• 1/2 Page (7.5" x 5")	\$260	\$300
• 1/4 Page (3.625" x 5")	\$195	\$225

Ad Size (Newsletter)	Member	Non-Member
• Business Card (3" X 2")	\$100	\$125

Special Placement Ads and Rates (magazine only)

• Back Cover (7.5" x 10")	\$485	\$560
• Inside Front and Back Covers (7.5" x 10")	\$450	\$520
• Center Spread (two full page ads)	\$840	\$970

Color Charges (magazine only)

- Spot Color = \$195 per color in addition to cost of ad
- Four Color Process = \$650 in addition to cost of ad

Special positioning awarded by date of receipt

Advertisement Information

- Yes, I am committing to all 5 issues and saving *5% off!
- No, I am not committing to 5 issues but would like to advertise in the following issue(s):

Magazines

- Back to School Issue Pre-Conference Issue

Newsletters

- Fall Issue Spring Issue End of the Year Issue

** Discounts apply to space charges only and do not apply to color charges or setup charges.*

Advertisement Size & Placement

(applies only to magazine issues)

Ad Size: Full Page 1/2 Page 1/4 Page

Ad Placement:

- No Special Placement Back Cover*
 Center Spread* Inside Front Cover*
 Inside Back Cover*

Ad Color: 4-Color Spot Color Black & White

**Requests for special placement will be granted in order of receipt*

Payment Information:

Payment Enclosed OR Send Invoice to:

Name: _____

Company: _____

Address: _____

City, State, Zip: _____

Email: _____

Ad Deadlines & Mailing Dates

Back to School Issue (Magazine)

Ad Deadline - July 15, 2009 Publication Mailed - Aug. 19, 2009

Winter Issue (Newsletter)

Ad Deadline - Nov. 3, 2009 Publication Mailed - Dec. 4, 2009

Pre-Conference Issue (Magazine)

Ad Deadline - Feb. 1, 2010 Publication Mailed - Mar. 4, 2010

Spring Issue (Newsletter)

Ad Deadline - Mar. 19, 2010 Publication Mailed - Apr. 19, 2010

End of the Year Issue (Newsletter)

Ad Deadline - May 7, 2010 Publication Mailed - June 1, 2010

Contact:

Please return this signed contract to:

Barbara M. Arndt
 Executive Director
 School Nutrition Association of Michigan
 Education and Training Connection
 884 E. Isabella Rd., Midland, MI 48640

800 - 677 - 8955 (Michigan only)
 989 - 631 - 3663 (outside Michigan)
 Fax: 989-631-4541
 e-mail: barb@etc-1.com

For Office Use Only

Date Received: _____

Industry Partner: _____