

# great lakes REPORTER

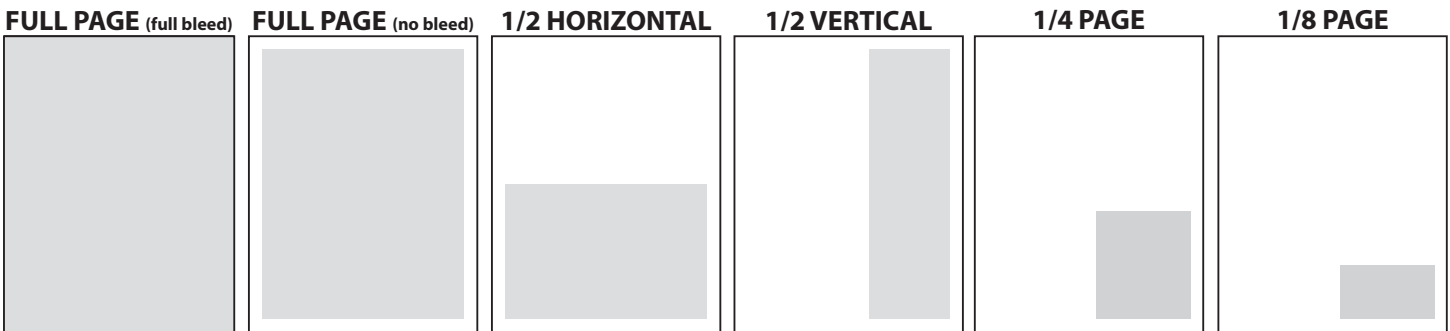
A publication of American Public Works Association - Michigan Chapter

## Michigan Chapter American Public Works Association

### 2024 Advertising Opportunities

#### GREAT LAKES REPORTER Magazine

Ad Size	Single Rate	1 Year (3 Issue) Rate	Ad Size (WxH)
Full Page	\$575	\$1,650 (\$550 per issue)	Full Bleed 7" x 10.5"   No Bleed 6" x 9.5"
1/2 Page	\$475	\$1,350 (\$450 per issue)	Horizontal 6" x 4.75"   Vertical 3.25" x 9.5"
1/4 Page	\$325	\$900 (\$300 per issue)	3" x 4.75" Vertical ONLY
1/8 Page	\$300	\$825 (\$275 per issue)	3" x 2.25"
OBC	N/A	<b>SOLD</b>	6" x 4.75" (Half Page)
IFC/IBC	N/A	<b>SOLD</b>	w/Bleed 7" x 10.5"   No Bleed 6" x 9.5" (Full Page)



#### AD MATERIAL REQUIREMENTS

- All ads are in full color
- We accept high-res .tif, .jpg, .eps, Adobe Illustrator, Adobe InDesign, or Adobe Acrobat PDF.
- Ads should be in the correct dimensions.
- Transfers should include document file and all associated files: logos, art, photos and fonts.
- 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.**

#### Great Lakes Reporter Publication Schedule

	Artwork Due	Projected Distribution Date
1 <sup>st</sup>	March 25	April 19
2 <sup>nd</sup>	July 22	August 23
3 <sup>rd</sup>	November 22	December 20

Send copy instructions and artwork to:

Kristen McCue

Michigan Chapter - American Public Works Association

mccue.k@gcsionline.com



# Michigan Chapter American Public Works Association

## 2024 Sponsorship Packages

### Silver - \$2,200

**Includes:**

- (2) Registrations at MI APWA Great Lakes Expo \$600
- Chapter Sponsorship \$250
- Company name and link on Website \$250
- Half Page Color Ad in Great Lakes Reporter \$1,350
- Great Lakes Expo Exhibit Booth (or an ad in Program) \$350

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**Package Value** **\$2,800**

### Gold - \$3,300

**Includes:**

- Silver Level Package Plus \$2,800
- Full Page Color Ad in Great Lakes Reporter \$300
- Great Lakes Expo Exhibit Booth & Great Lakes Expo Program Book Ad \$350
- Lunch Sponsor at Great Lakes Expo \$500
- Sponsorship at PWX Michigan Night \$300

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**Package Value** **\$4,250**

### Platinum - \$5,400

- Gold Level Package Plus \$4,250
- Great Lakes Expo Dinner Sponsor \$1,000
- Great Lakes Expo Special Event Sponsor \$1,000
- Operations & Fleet Maintenance Expo Sponsor \$300

\*\*Includes vendor table and recognition at event

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**Package Value** **\$6,550**

**Send questions to:**

Michigan Chapter - American Public Works Association

Kristen McCue

mccue.k@gcsionline.com | 517.371.2223



# Michigan Chapter American Public Works Association

## 2024 Advertising & Sponsorship Contract

Company \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Authorized Signature (required) \_\_\_\_\_

### GREAT LAKES REPORTER Magazine Advertising

Ad Size	Single	1 Year (3 issues)	Ad Artwork
Full Page	<input type="checkbox"/> \$575	<input type="checkbox"/> \$1,650 (\$550 per issue)	<input type="checkbox"/> Use art from 2023 <input type="checkbox"/> I will provide new art by due date Indicate the issue(s) in which your ad will appear <input checked="" type="checkbox"/> : <input type="checkbox"/> All Three Issues <b>Artwork due dates:</b> <input type="checkbox"/> First Issue <b>March 25</b> <input type="checkbox"/> Second Issue <b>July 22</b> <input type="checkbox"/> Third Issue <b>November 22</b>
1/2 Page	<input type="checkbox"/> \$475	<input type="checkbox"/> \$1,350 (\$450 per issue)	
1/4 Page	<input type="checkbox"/> \$325	<input type="checkbox"/> \$900 (\$300 per issue)	
1/8 Page	<input type="checkbox"/> \$300	<input type="checkbox"/> \$825 (\$275 per issue)	
OBC	N/A	<b>SOLD</b>	
<input type="checkbox"/> IFC <input type="checkbox"/> IBC	N/A	<b>SOLD</b>	
<b>All prices include full color</b>			

### Sponsorship Packages

**Platinum - \$5,400**

**Gold - \$3,300**

**Silver - \$2,200**

#### CALCULATIONS & PAYMENT

GLR Advertising Total \$ \_\_\_\_\_

Sponsorship Total \$ \_\_\_\_\_

**Total \$ \_\_\_\_\_**

Check payable to MI-APWA    Check # \_\_\_\_\_

CREDIT CARD PAYMENTS CAN BE PROCESSED VIA AN EMAILED LINK. PLEASE CONTACT KRISTEN MCCUE FOR THIS LINK.

#### Please send completed form to:

Michigan Chapter - American Public Works Association  
 Attn: Kristen McCue  
 120 N. Washington Square, Ste 110A, Lansing, MI 48933  
 mccue.k@gcsionline.com