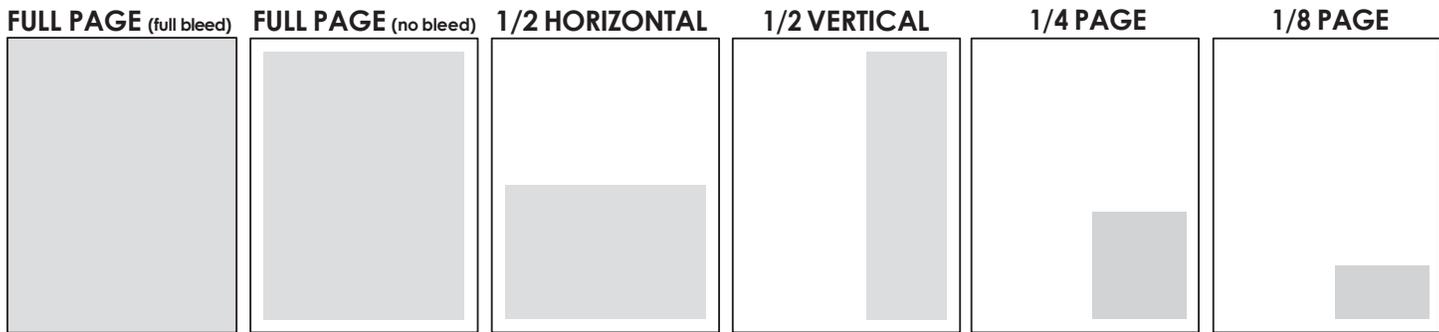


# great lakes REPORTER

A publication of American Public Works Association - Michigan Chapter

## Michigan Chapter American Public Works Association 2026 Advertising Opportunities

<b>GREAT LAKES REPORTER Magazine (GLR)</b>			
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"



### 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.
- ▶ **Please send logos.** 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.**

<b>Great Lakes Reporter Publication Schedule</b>		
	Artwork Due	Projected Distribution Date
1 <sup>st</sup>	March 2	April 20
2 <sup>nd</sup>	July 1	August 24
3 <sup>rd</sup>	November 5	December 21

Send artwork/questions to:

Amanda Atkinson

Michigan Chapter - American Public Works Association

[atkinson.a@gcsionline.com](mailto:atkinson.a@gcsionline.com)



## 2026 Partnership Packages

### Bronze - \$450

#### Bronze Chapter partnership includes:

- |   |       |
|---|-------|
| • Company name and link on website                      | \$250 |
| • Company name in GLX Program Guide                     | \$200 |
| • Company listed in one edition of Great Lakes Reporter | \$200 |

---

**Package Value \$650**

### Silver - \$2,200

#### Silver package includes:

- |  |         |
|--|---------|
| Bronze Level Package features plus the following:                | \$650   |
| • (2) Registrations at MI APWA Great Lakes Expo                  | \$900   |
| • Half Page Color Ad in Great Lakes Reporter                     | \$1,350 |
| • Great Lakes Expo Exhibit Booth (or an ad in GLX Program guide) | \$450   |

---

**Package Value \$3,350**

### Gold - \$3,300

#### Gold package includes:

- |   |         |
|---|---------|
| Silver Level Package features plus the following:                       | \$3,350 |
| • Increased ad size to Full Page Color Ad in Great Lakes Reporter       | \$300   |
| • Receive both GLX Exhibit Booth & GLX Program Book Ad                  | \$450   |
| • Lunch Sponsor at GLX ( <i>includes sponsor signage</i> )              | \$500   |
| • Sponsorship at PWX Michigan Night ( <i>includes sponsor signage</i> ) | \$300   |

---

**Package Value \$4,900**

### Platinum - \$5,400

#### Platinum package Includes:

- |  |         |
|--|---------|
| Gold Level Package features plus the following:                                      | \$4,900 |
| • Great Lakes Expo Dinner Sponsor ( <i>includes signage</i> )                        | \$1,000 |
| • Great Lakes Expo Special Event Sponsor ( <i>includes signage</i> )                 | \$1,000 |
| • SPOT & Fleet Sponsor ( <i>Includes vendor table and sponsor signage at event</i> ) | \$300   |

---

**Package Value \$7,200**

\* Please note any reference to the Great Lakes Reporter Magazine will be referenced as "GLR" and any reference to the Great Lakes Expo conference will be referred to as "GLX".



# 2026 Advertising & Partnership Contract

Company \_\_\_\_\_

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

Phone \_\_\_\_\_

Email \_\_\_\_\_

Authorized signature \_\_\_\_\_

## 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 2025 <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 2</b> <input type="checkbox"/> Second Issue <b>July 1</b> <input type="checkbox"/> Third Issue <b>November 5</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)	

## Partnership Packages

\_\_\_ Bronze - \$450      \_\_\_ Silver - \$2,200      \_\_\_ Gold - \$3,300      \_\_\_ Platinum - \$5,400

### Calculations & Payments

GLR Advertising Total _____	<input type="checkbox"/> Check payable to MI-APWA    Check # _____
Partnership Total \$ _____	Card: <input type="checkbox"/> VISA <input type="checkbox"/> MasterCard <input type="checkbox"/> AMEX <input type="checkbox"/> Discover
<b>Total \$</b> _____	Credit Card Number _____
	Exp. Date _____ Sec.Code _____ Zip Code _____
	Signature _____

Please send completed form to:  
 Michigan Chapter - American Public Works  
 Association    Attn: Amanda Atkinson  
 120 N. Washington Square, Ste 110A,  
 Lansing, MI 48933  
[atkinson.a@gcsionline.com](mailto:atkinson.a@gcsionline.com)