



MICHIGAN SOCIETY OF HISTOTECHNOLOGISTS

Advertising Specifications for the MIKRO-GRAF

The MSH newsletter is published four times a year, and vendor support through advertising is encouraged. However, the amount of ad space is limited to a maximum of 25% per newsletter. Ads will be accepted on a first come first served basis, and will be placed in the next available issue.

Specifications are as follows:

- ◆ 10% discount applies to advance purchases of one year’s advertising (4 issues).
- ◆ Requests for ads must be submitted before deadlines to be considered for space.
- ◆ Ads should be submitted in electronic format (eps, tiff, pdf) or as camera-ready artwork with 1/2” margins. Business cards may be submitted as is.
- ◆ For full-page inserts, please send 300 pieces.

Payment must accompany requests for advertising space. Make checks payable to “Michigan Society of Histotechnologists”

Submit ad pieces with payment to:

Dee Wolfe, Editor
8476 Pennfield Rd
Battle Creek, Michigan 49017

Email: MikroGraf@comcast.net

Publication Schedule

Advertising Rates

<u>Issue</u>	<u>Deadline</u>	<u>Ad Size*</u>	<u>Price Per Issue</u>
Fall 2008	Sept. 2, 2008	Business Card	\$30.00
Winter 2009.....	Dec. 2, 2008	Quarter Page	\$50.00
Spring 2009.....	March 3, 2009	Half Page (5 1/2 x 8 1/2).....	\$75.00
Summer 2009	June 2, 2009	Full Page (8 1/2 x 11)	\$110.00
		Full Page Insert	\$175.00

* Size based upon space occupied, using a copy provided by advertising company