



2023 Michigan Safety Conference
Program Advertising
Rates and Specs



The Michigan Safety Conference program will contain about ten 4" x 9" pages of advertising, offered to you at the following rates:

- * Full Page (3.25" wide x 8" tall) = \$550
- * Half Page (3.25" wide x 4" tall) = \$425
- * Quarter Page (3.25" wide x 2" tall) = \$375
- * Inside Front or Back Covers (Full Page) = \$575
- * Outside Back Cover (Full Page) = \$650

Mobile Advertising

- * Ad in Exhibitor Listing Section of Mobile App (168 x 42 pixels) – can link to a URL or a one page PDF = \$375

Email Advertising (168 x 42 pixels) ad = \$100 per week (if available)

Note: Measurements indicate total image area, border and everything within the border (i.e., no bleed option available). All ads submitted on electronic files must be at 300 dpi resolution as a TIFF, PDF OR EPS (if duotone) file.

Rates are based on your **CAMERA-READY COPY (black and white or duotones...no full color ads)** being supplied to us ASAP. **Previous advertisers are asked to submit new art.** If you are having an outside agency prepare your ad, be sure to provide the above specifications.

Please include a current hard copy of ad with your submission. **Send electronic files directly to: denise@michsafetyconference.org. On subject line note: MSC AD and indicate size of your ad and location if appropriate. Also include your billing address.**

To order your advertising space in the program, mail your camera-ready copy together with a check for the appropriate amount and note size and location of ad **by March 10, 2023** to:

Michigan Safety Conference
PO Box 1098, Okemos, MI 48805

Thank you for your Support!