



MSRC Advertising Contract

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 Website: www.michiganrc.org

NEWSLETTER Advertising Options & Rates

The **NEWSLETTER** is a quarterly publication. All advertisements must be camera-ready. *No bleed ads are accepted.* If more than one advertiser has requested special placement, space will be awarded on a first-come, first-serve basis. Each request is subject to review by MSRC executive team prior to posting. (The advertising will be limited to a total of 4 pages)

Issue Date	Copy Deadline	Ad Size	Member Rate	Non-Member Rate
<input type="checkbox"/> Spring	March 1	<input type="checkbox"/> Full Page (7.5" x 10")	\$250	\$500.00
<input type="checkbox"/> Summer	May 1	<input type="checkbox"/> ½ Page (7.5" x 5")	\$150	\$300.00
<input type="checkbox"/> Fall	August 1			
<input type="checkbox"/> Winter	November 1			

WEBSITE Advertising Options & Rates - www.michiganrc.org

Text Ad on Website (Job, Event, or Product Advertisement):

Prior to posting of events an Advertising Contract (below) must be completed and all copy and images to be posted attached. Each request is subject to review by MSRC executive team prior to posting of the event. All information being posted must be relevant to the profession of respiratory therapy. Please provide JPG version of logo and text in word format. One hot link is included. The ad will be posted within 2 business days upon receipt of payment.

BANNER AD on the WEBSITE: High visibility graphic-style advertising on the website home scroll page. The banner ads must be a static image file, size 360 pixels wide and 250 pixels high. No videos or GIFs will be accepted. One hot link included. Ad will be posted within 2 business days upon receipt of payment.

Ad Type	Member	Non-Member		
<input type="checkbox"/> Text Ad	<input type="checkbox"/> \$100/month	<input type="checkbox"/> \$200/month		
<input type="checkbox"/> Banner Ad	<input type="checkbox"/> \$500/6 months	<input type="checkbox"/> \$1100/6 months		
	<input type="checkbox"/> \$900/1-year	<input type="checkbox"/> \$2100/1-year		

Start Date: Immediately Other specific start date: / /

Special instructions:

Contact Information

Company/University Name:		Contact Name and Credentials:	
Street Address:			
City:		State:	Zip:
Phone: ()		Fax: ()	
Email address:		Authorizing Signature:	

Application for Advertisement Content

Description of Product, Service
Provide exact wording to be posted, sent or printed:

Payment Information

Payment enclosed: Check/money order (made payable to MSRC)		<input type="checkbox"/> Invoice will be sent to above address	
Total amount to be charged to credit card: \$			
<input type="checkbox"/> Visa	<input type="checkbox"/> MasterCard	<input type="checkbox"/> Am Express	Card #:
Expiration Date:	CVV:	Authorizing Signature:	

MSRC provides advertisements and information relative to quality professional continuing education opportunities as a service to its members. MSRC reserves the right to review events or advertisement content prior to posting. MSRC also reserves the right to refuse advertisements that do not meet the professional needs of its members or the profession of Respiratory Therapy.