



**SCHOOL  
NUTRITION  
ASSOCIATION  
OF MICHIGAN**

# first hand news

## ADVERTISING RATE SHEET

First Hand News is the magazine to go for school nutrition news in Michigan! Featuring success stories, trends in meal programs and recipes — it is the number one resource for school districts food service programs.

### Advertisement Information

Yes, I am committing to all 3 issues & saving 10% discount if paid in full prior to the issuance of the first issue. (Please write in your ad size and cost below. See rate table.)

No, I am not committing to 3 issues but would like to advertise in the following issue(s):

Issue	Ad Size (Please write in)	Cost (See rate table)
<input type="checkbox"/> Back to School Issue		
<input type="checkbox"/> Mid-Year Issue		
<input type="checkbox"/> End of the Year Issue		
<b>Total:</b>		

### Advertisement Specifications

#### Acceptable File Formats:

- .psd
- .pdf
- .jpg

**Color Specifications:** All ads are printed in CMYK format.

**Resolution Specifications:** Ads should be created with at least 300 dpi. Logos should also meet these specifications.

*\*Requests for special placement will be granted in order of receipt.*

### Ad Deadlines & Mailing Dates

#### Back to School Issue

Ad Deadline — 8/6/18

Publication Mailed — 9/7/18

#### Winter Issue

Ad Deadline — 11/16/18

Publication Mailed — 12/26/18

#### Spring Issue

Ad Deadline — 4/19/19

Publication Mailed — 5/17/19

### Don't Miss Out!

SNAM is offering you the opportunity to communicate directly to Michigan's school districts by advertising your products and services in First Hand News.

Take Advantage of this opportunity today!

### 2018–19 Advertising Rates (Per issue)

Ad Size, other considerations	Member	Nonmember
Full Page (7.5" x 10")	\$435 per issue	\$525 per issue
1/2 Page (7.5" x 5")	\$300 per issue	\$385 per issue
1/4 Page (3.625" x 5")	\$220 per issue	\$270 per issue
Business Card (3" x 2")	\$125 per issue	\$150 per issue

### Special Placement Rates

Back Cover (7.5" x 5")	\$550 per issue	\$625 per issue
Inside Front and Back Cover	\$625 per issue	\$675 per issue

*\*Requests for special placements are awarded by date of receipt with payment in full.*

All ads are published in 4-color or as submitted by advertiser.

### Payment Information

Payment Enclosed OR  Send Invoice to:

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_

### Please return this signed contract with payment to:

School Nutrition Association of Michigan

ATTN: Whitney Haughey, SNAM

1001 Centennial Way, Suite 200

Lansing, MI 48917

FAX: 517.327.0768

Phone: 800.677.8955

E-mail your advertisement to: [whaughey@msba.org](mailto:whaughey@msba.org)

### For Office Use Only

Date Received: \_\_\_\_\_

Industry Partner: \_\_\_\_\_