

Resource Directory Ad Specifications

Ad Dimensions

Create ads in black and white (greyscale), except for the covers, which are four-color process (CMYK). Note the following dimensions:

- Full page ad:** 7.5" wide x 10" high
- Half page ad:** 7.5" wide x 4.75" high
- Quarter page ad:** 3.5" wide x 4.75" high

File Formats

All images used in the creation of your ad must be 300 dpi or higher and in greyscale color space (except covers). Create advertisement at correct size and orientation.

Preferred file formats are:

PDF: Exported from popular professional graphic design programs (Adobe InDesign recommended).

- Greyscale color space (excluding cover ads)
- Resolution 300 dpi.
- Embed fonts
- Cover ads should be supplied as PDFs only (CMYK)

High Resolution jpg:

- Must be at least 300 dpi.
- Greyscale color space.

Adobe Illustrator CC, CS6 or earlier:

- Convert all text to paths/curves.
- Greyscale color space

To assure high quality, we do not accept MS Word documents for final artwork.

Ad files are due by
June 20, 2019



Grand Traverse Resort, Acme, MI

July 17-20, 2019

To Send Your File

E-mail your file as an attachment to:
ddrago@dmsevents.com

If you wish to send your ad on a USB drive, mail it to:

Diane Drago
Diversified Management Services
P.O. Box 7976
Ann Arbor, MI 48107

If you do not receive an acknowledgment within 72 hours that your ad has been received, please call Diane Drago at **734-747-2746**.

To Purchase Graphic Design Services

If you are unable to provide "camera-ready" artwork for your ad, you may purchase the services of our graphic designer. Minimum fee of \$150 includes one hour, plus \$85 each additional hour. If you use this service, you must provide the text and artwork by June 1.

For Questions

Diane Drago: 734-747-2746 or
ddrago@dmsevents.com

Resource Directory Ad Specifications

NAME

TITLE

ORGANIZATION

ADDRESS

CITY

STATE

ZIP CODE

TELEPHONE

FAX

E-MAIL

PLEASE SEND COMPLETED FORM TO:

Diane Drago, Conference Coordinator MAHP Summer Conference
P.O. Box 7976 Ann Arbor, MI 48107
Phone: 734-747-2746 Fax: 734-661-1919 ddrago@dmsevents.com

- YES**, our organization is a sponsor of the 2019 MAHP Summer Conference and will place a complimentary ad in the 2019 MAHP Resource Directory as part of our sponsorship.
- YES**, our organization will purchase an ad in the 2019 MAHP Resource Directory at the following size: (nonsponsors)
- Inside Front Cover (full page, black and white): \$1,200**
 - Inside Back Cover (full page, black and white): \$1,200**
 - Outside Back Cover (full page, full color): \$2,000**
 - Full Page Ad: \$650** **Half Page Ad: \$450** **Quarter Page Ad: \$350**

Please note: Requests for the cover page ads will be honored on a first-come, first-served basis. Graphic design service will be invoiced separately, at \$150 for the first hour plus \$85 per hour after the first hour.

Payment Information

Check off the opportunity you wish to support.

A check in the amount of \$_____ is enclosed.
Make checks payable to: MAHP SUMMER CONFERENCE
and mail to Michigan Association of Health Plans,
ATTN: Christine Sundell, 327 Seymour Avenue, Lansing, MI
48933.

NOTE: Tax ID number: 38-2453500.

- Please invoice us at the above address.
- Credit card:
- VISA Mastercard American Express

NAME ON CARD

CREDIT CARD NUMBER

EXPIRATION DATE

3 digit security code

SIGNATURE