



# Michigan Auctioneers Association

## Advertising Reservation Form

### Advertising Opportunities & Rates (As of January 1, 2017)



Company: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Bus. Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Contact Name: \_\_\_\_\_ Direct Ph: \_\_\_\_\_  
 Product and/or Service: \_\_\_\_\_  
 E-Mail: \_\_\_\_\_ Web Page \_\_\_\_\_

#### Section 1: Printed Advertising - Now with More Options!

##### **Michigan Auction Gavel** **Distribution:** All MAA Members **Issue Date(s):** check all that apply

- ☐ Spring ☐ Summer ☐ Fall ☐ Winter ☐ 4 Issues (full year)
- ☐ Full Page.....Full Bleed or 7.5W x 10"H (Call for Availability)
- ☐ 1/2 Page .....7.5"W x 5"H
- ☐ 1/4 Page.....3.5"W x 5"H
- ☐ Bus. Card .....3.5"W x 2"H
- ☐ Back Page .....7.5"Wx6"H (Call for Availability)

<b>Black &amp; White Ads Pricing:</b>	<b>Per Issue</b>	<b>Prepaid full year</b>
Full Page	\$200	\$750
1/2 Page	\$135	\$480
1/4 Page	\$100	\$320
Bus. Card	\$35	\$140
Back Page	\$250	\$850

B&W Ads: Size \$ \_\_\_\_\_ x \_\_\_\_\_ (# of issues)=\$ \_\_\_\_\_

<b>COLOR Ads Pricing:</b>	<b>Per Issue</b>	<b>Prepaid full year</b>
Full Page	\$325	\$1150
1/2 Page	\$225	\$750
1/4 Page	\$150	\$500
Bus. Card	\$50	\$200
Back Page	\$300	\$1050

Color Ads: Size \$ \_\_\_\_\_ x \_\_\_\_\_ (# of issues)=\$ \_\_\_\_\_

**\*BONUS!** Prepay for a years worth of any ad larger than a Business Card and get a FREE Online Buyers Guide Ad for that year!

##### **Mechanical Requirements for the Michigan Auction Gavel:**

Electronic Ads preferable. Minimum 300dpi. Acceptable Windows file types: pdf, tif and eps. All ads must have fonts imbedded & meet minimum requirements. Ad design is available and will be billed separately.

#### Section 2: MAA Online Buyer's Guide

##### **MAA Online Buyer's Guide** **Distribution:** Worldwide **Issue Date(s):** check all that apply

- ☐ \$50 per year (January - December)

*\*Attach Buyer's Guide Reservation Form with business information and search category choices.*

**Section 2 Total: \$** \_\_\_\_\_

#### Section 3: Online Magazine

##### **eGavel** **Distribution:** Michigan Auctioneers, MAA Members and Worldwide *(The eGavel is also posted on the MAA website for 1 year!)* **Issue Date(s):** check all that apply

- ☐ Summer ☐ Winter
- ☐ One size only .....3"h x 8.5"w

\$100 per issue x \_\_\_\_\_=\$ \_\_\_\_\_

**Section 3 Total: \$** \_\_\_\_\_

**Total Enclosed** \_\_\_\_\_

Payment by: ☐ Check # \_\_\_\_\_  
☐ Credit Card (See below)

*\*Ads will not be processed without payment*

#### To Purchase Your Advertising:

Please complete and return the Advertising Reservation Form along with your payment (U.S. Funds payable to the MAA) to:

**Michigan Auctioneers Association**  
**4529 Gibbs NW, Grand Rapids, MI 49544**

Ph: (616) 785-8288 Email: info@msaa.org

Web: www.FindMichiganAuctions.com

#### Credit Card Payment Info. (Please fill in ALL Info)

For Credit Card Verification, please give the billing address for this card.

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Name as it appears on Card \_\_\_\_\_

Circle Type: ☐ MC ☐ VISA ☐ Discover

Card Number [ ]

Exp. Date (Required) \_\_\_\_\_ 3 digit code on back \_\_\_\_\_

Authorized Signature \_\_\_\_\_