

Michigan Auctioneers Association

Advertising Reservation Form

Advertising Opportunities & Rates (As of January 1, 2024)

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**

Deadlines:

Spring Issue	February 10
Summer Issue	April 20
Fall Issue	August 1
Winter Issue	November 1

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 Page7.5"W x 5"H
- ☐ 1/4 Page.....3.5"W x 5"H
- ☐ Bus. Card3.5"W x 2"H
- ☐ Back Page7.5"Wx6"H (Call for Availability)

****NOW ALL IN COLOR!***

COLOR Ads Pricing:	Per Issue	Prepaid full year
Full Page	\$350	\$1250
1/2 Page	\$250	\$850
1/4 Page	\$175	\$600
Bus. Card	\$60	\$200
Back Page	\$325	\$1100

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

Ad Space is LIMITED! Please reserve your ads early to ensure placement!

***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 not included.

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 only3"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 _____

Check Type: ☐ MC ☐ VISA ☐ Discover ☐ Amex

Card Number []

Exp. Date (Required) _____ 3 digit code on back _____

Authorized Signature _____