

# MEDIA KIT

# 2026



Receive **MAXIMUM EXPOSURE** through advertising in one of MIRA's print or digital publications.

Take advantage of exclusive exposure to independent retailer decision makers throughout the Midwest!

## READERSHIP

Readership & pass-along rate of 2.5 additional readers per subscription (according to a Michigan State University MIRA Bottom Line readership survey).

## BRANDING

Your product and services can gain greater prestige when our members view it advertised by THEIR association, giving advertisers a chance to identify with our members on a personal basis.

## TARGET AUDIENCE

Advertisements reach decision makers who are ready, willing and able to purchase your products and services. Bonus distribution to wholesalers, brokers, manufacturers, distributors and food processors.



MICHELE HALIS  
MHALIS@MIDWESTRETAILERS.ORG



248.671.9600  
800.666.6233



5779 WEST MAPLE RD.  
WEST BLOOMFIELD, MI 48322

# ADVERTISING OPPORTUNITIES

Promote your products & services in one or more of MIRA's available platforms.



## BOTTOM LINE

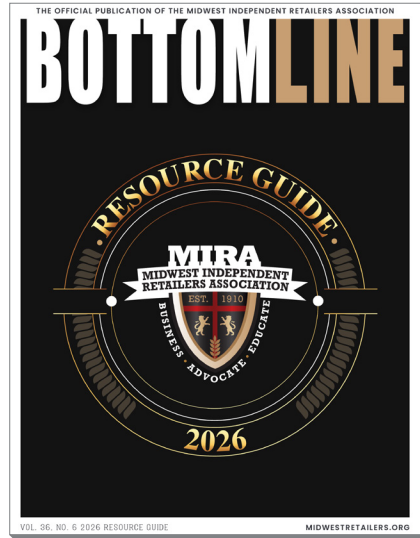
Print Publication



As the official publication of MIRA, the Bottom Line bimonthly magazine features members on every cover, the latest business and marketing trends, legislative issues impacting retailers, plus updates on MIRA business, activities and member benefits.

## RESOURCE GUIDE

Print Publication

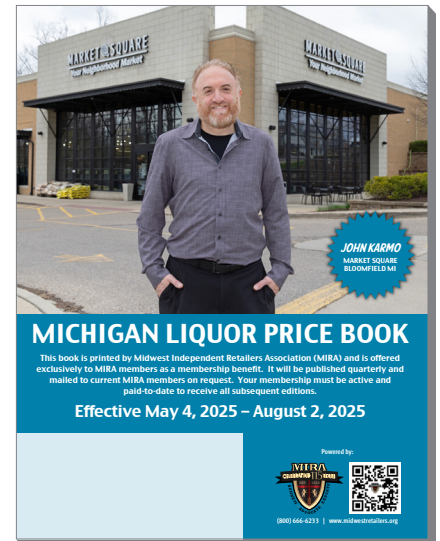


This catalog is packed with industry-wide resources including a full list of legislators in congress and at the state level, a complete list of all MIRA supplier, corporate and associate members, and additional key contacts for your local state departments.

## MICHIGAN LIQUOR

### PRICE BOOK

Print Publication



A complete guide to Michigan's spirit proofs, sizes & costs, updated quarterly by the Michigan Liquor Control Commission and mailed out to liquor license holding MIRA members.

## ANNUAL CALENDAR

Print Publication



This annual calendar is sent out to every member and features all MIRA events. Advertisers receive year-round recognition.

## MIRA INSIDER

Digital Platform



This monthly e-newsletter is a member-only exclusive and features industry alerts, news and events. Promote your new product, discounts, or savings to business owners and decision makers every month!

## MIRA WEBSITE

Digital Platform



The MIRA website is the face of the association. With a homepage advertisement, you can reach anyone who visits our site. \*NEW website coming soon!

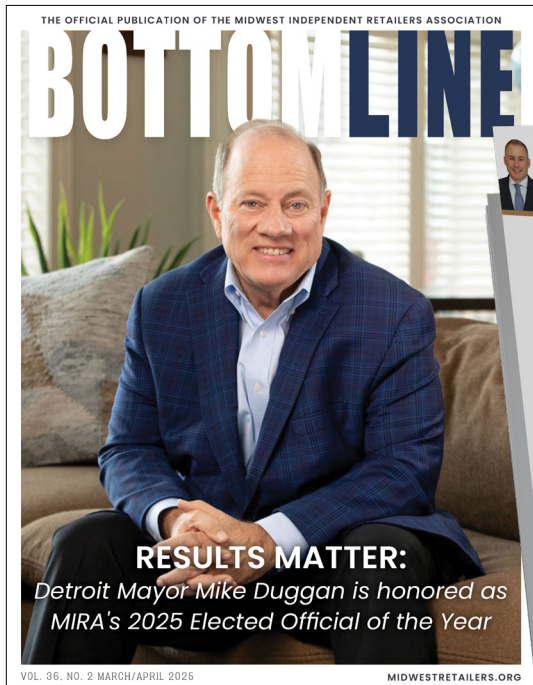
# MIRA BOTTOM LINE

As the official publication of MIRA "The Voice of Independent Retailers", members look to the MIRA Bottom Line to help them keep them abreast of the latest industry innovations and regulations.

This award-winning bi-monthly magazine features members on every cover, the latest business and marketing trends, legislative issues impacting your industry, plus updates on MIRA business, activities and member benefits.



**AWARD WINNING MAGAZINE**  
MIRA was awarded the Silver Diamond Award in the category of Best Magazine from the Michigan Society of Association Executives' Diamond Awards Celebration.



RATES*:	Full page	2/3 page	1/2 page	1/4 page	Business Card	Wrap	Insert	<b>Cover Story: \$4,500</b>
1 x rates	\$1,750	\$1,500	\$875	\$425	\$350	\$2,500	\$1,950	
3 x rates	\$1,500	\$1,250	\$750	\$375	\$300	\$2,250	\$1,850	
5 x rates	\$1,250	\$1,000	\$625	\$300	\$250	\$2,000	\$1,750	

\* Non-members add 20% \*\* AD creation available for 20% of rate card – Includes 2 revisions.

## AD DIMENSIONS:

**PUBLICATION SIZE:**  
8.375" wide x 10.875" tall

**BLEED INCREASE:**  
8.625" wide x 11.125" tall

**LIVE AREA:**  
7.625" wide x 10.125" tall

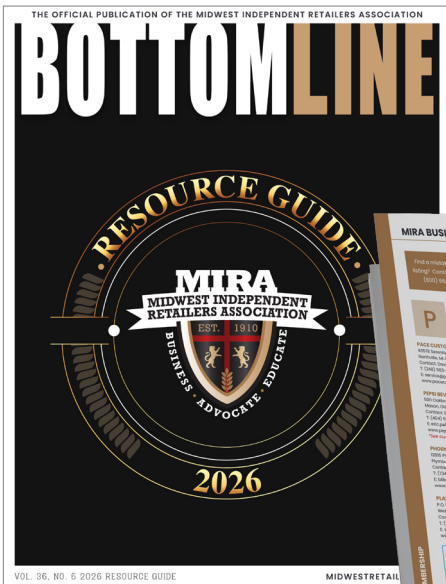
<b>Full page</b> WITH BLEED 8.625" wide x 11.125" tall NO BLEED 7.625" wide x 10.125" tall	<b>2/3 page</b> NO BLEED 5" wide x 10.125" tall	<b>1/2 page</b> NO BLEED 7.625" wide x 5.125" tall
<b>1/4 page Vertical</b> NO BLEED 3.75" wide x 5.125" tall	<b>1/4 page Horizontal</b> NO BLEED 7.625" wide x 2.375" tall	<b>Business Card</b> NO BLEED 3.5" wide x 2" tall

**WRAP AROUND**  
18" wide x 4.5" tall

\*LIVE AREA: 17x4.5

# MIRA RESOURCE GUIDE

Partner with MIRA and reach business owners and decision makers are year long! This catalog is packed with industry-wide resources including a full list of legislators in congress and at the state level, a complete list of all MIRA supplier, corporate and associate members, and additional key contacts for your local state departments.



▲ Example of Display AD + Editorial

◀ Example of Footstrip AD and Full page spot

## RATES & OPTIONS:

**BASIC LISTING** (MIRA Members Only) . . . . . **FREE**  
Name, address, phone, fax, website and contact person

**BLOCK AD** (MIRA Members Only) . . . . . **\$150**  
1-inch square above your listing OR Logo above your listing

**FOOTSTRIP AD** (MIRA Members Only) . . . . . **\$250**  
1" x 7.5" strip at the bottom of the page with your listing

**BUSINESS CARD AD** . . . . . **\$350**  
3.5" X 2"

**QUARTER PAGE AD** . . . . . **\$500**  
3.75" x 5.125"

**HALF PAGE DISPLAY (AD + EDITORIAL)** . . . . . **\$1,000**  
Half page Display Ad earns a **FREE half page editorial** of your company description, products and services – a full page in guide.

**FULL PAGE DISPLAY (AD + EDITORIAL)** . . . . . **\$2,000**  
Full page Display Ad earns a **FREE full page editorial** of your company description, products and services – a 2-page spread in guide.

**\*PREMIUM POSITIONS AVAILABLE WITH FULL PAGE** Display Ad purchase for an additional \$700.00. Premium positions include inside front cover, page 1, inside back cover and back cover.

**\*\* AD creation available for 20% of rate card – Includes 2 revisions.**

## AD DIMENSIONS:

**PUBLICATION SIZE:**  
8.375" wide x 10.875" tall

**BLEED INCREASE:**  
8.625" wide x 11.125" tall

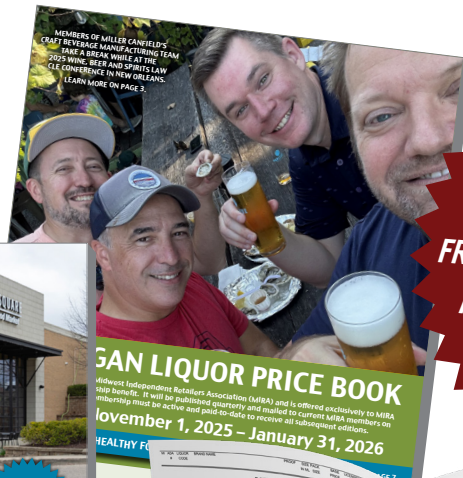
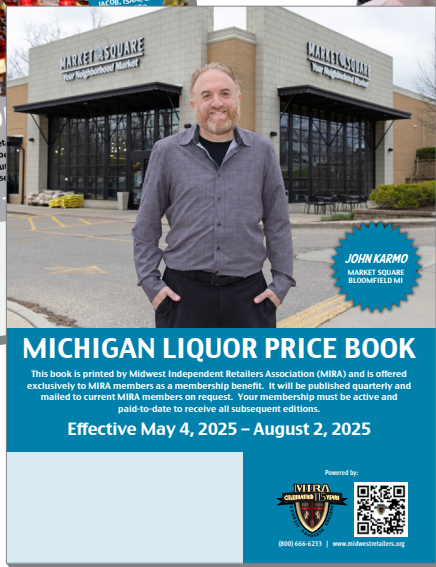
**LIVE AREA:**  
7.625" wide x 10.125" tall

<p><b>Full page</b></p> <p><b>WITH BLEED</b> 8.625" wide x 11.125" tall</p> <p><b>NO BLEED</b> 7.625" wide x 10.125" tall</p>	<p><b>1/2 page</b> <b>NO BLEED</b></p> <p><b>7.625" wide x 5.125" tall</b></p>
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<p><b>1/4 page</b> <b>NO BLEED</b> 3.75" wide x 5.125" tall</p>	<p><b>Business Card</b> <b>NO BLEED</b> 3.5" wide x 2" tall</p>
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# MICHIGAN LIQUOR PRICE BOOK

Beginning in 2015, the Michigan Department of Licensing and Regulatory Affairs/Michigan Liquor Control Commission (LARA/MLCC) will no longer be publishing a print version of their annual Liquor Price Book. MIRA has decided to publish this book on our own and offer it as a member benefit.



The MIRA Liquor Price Book is mailed FREE of charge to all MIRA Michigan SDD License holders.



## RATES\*:

	Cover Photo + Feature Story + Full Pg AD	Full page	1/2 page	1/4 page	Wrap Around
1 x rates	\$3,500	\$1,500	\$750	\$400	\$2,500
4 x rates	n/a	\$1,000	\$500	\$350	\$2,000

\* Non-members add 20% \*\* AD creation available for 20% of rate card - Includes 2 revisions.

## AD DIMENSIONS:

**PUBLICATION SIZE:**  
8.375" wide x 10.875" tall

**BLEED INCREASE:**  
8.625" wide x 11.125" tall

**LIVE AREA:**  
7.625" wide x 10.125" tall

## DEADLINES:

**1ST QUARTER BOOK:**  
JANUARY 1ST

**2ND QUARTER BOOK:**  
APRIL 1ST

**3RD QUARTER BOOK:**  
JULY 1ST

**4TH QUARTER BOOK:**  
OCTOBER 1ST

**Full page**  
WITH BLEED  
8.625" wide x  
11.125" tall

NO BLEED  
7.625" wide x  
10.125" tall

**1/2 page**  
NO BLEED

7.625" wide x  
5.125" tall

**WRAP AROUND**  
18" wide\* x  
4.5" tall

\*LIVE AREA: 17x4.5

# ANNUAL CALENDAR



This annual calendar is sent out to every member and features all MIRA events. Advertisers receive year-round recognition.



**RATE\*: \$2,500** Only 12 spots available!  
\* Non-members add 20%

## AD DIMENSIONS:

**PUBLICATION SIZE:**  
11"wide x 8.5"tall (Landscape format)

**BLEED INCREASE:**  
11.25"wide x 8.75"tall

**LIVE AREA:**  
10.5"wide x 8"tall

**WITH BLEED**  
11.25" x 8.75"

**NO BLEED**  
10.5" x 8"



## MIRA INSIDER

This monthly email-newsletter is a member-only exclusive and features industry alerts, news and events. Promote your new product or advertise discounts and savings to business owners and decision makers every month.

**RATE: \$500/MONTH**  
Limited availability. Some restrictions apply.



## MIRA WEBSITE

The MIRA website is the face of the association. With a homepage advertisement, you can reach anyone who visits our site.

**OPPORTUNITIES NOW AVAILABLE!**  
Call (248) 671-9600 for current rate.

# SUBMISSION FORM & GUIDELINES



*Please check all that apply. I am interested in advertising in:*

**BOTTOM LINE:** Bi-Monthly Magazine

**RESOURCE GUIDE:** Annual Catalog

**MICHIGAN LIQUOR PRICE BOOK:** Quarterly Catalog

**CALENDAR:** Annual

**MIRA INSIDER:** Monthly E-Newsletter

**WEBSITE:** Digital Advertising

COMPANY: \_\_\_\_\_

CONTACT: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

**Please complete form and [email to info@miramw.org](mailto:info@miramw.org), or mail to:**

**MIRA Advertising  
5779 West Maple Road  
West Bloomfield, MI 48322**

## ADVERTISING POLICY & AGREEMENT:

1. Advertisers assume full responsibility for copy and any claims arising therefrom.
2. Advertisers may change materials with any insertion, yet authorizes the previous advertisement to be repeated if new materials are not furnished by the issue closing date.
3. All advertising orders accepted by MIRA, for the MIRA Bottom Line are subject to the terms and provisions of the current media kit.
4. It is agreed between the parties of this agreement that a cancellation will be accepted once MIRA has received written notice from the advertiser prior to the appropriate closing date.
5. All ads are subject to approval. MIRA reserves the right to reject any advertising without cause or prior notice. Appearance of ads in MIRA publications does not constitute endorsement of the advertiser, its products or services.
6. Artwork created by MIRA will remain MIRA's exclusive property. If you request in writing that supplied materials be returned, MIRA will do so at your sole liability, expense and risk.
7. Claims for adjustment due to MIRA error must be made within 10 days of insertion.
8. All advertising changes must be made in writing.
9. Please check your ads the first time they are published. MIRA is not responsible for any financial costs advertisers may incur as a result of advertising error.
10. The liability of MIRA for failure to publish an advertisement for any reason in the issue specified will be limited to publishing the advertisement in a subsequent issue at the regular rate less 10 percent.
11. MIRA is not responsible for how individuals may respond to advertising.
12. Advertisers who have not paid for an insertion within 60 days of the invoice date will be subject to suspension of the remaining insertions on their contract.

## GUIDELINES:

### ELECTRONIC DATA

- High Resolution (Press Quality) Photoshop eps, Illustrator eps or Adobe pdf files ONLY are accepted.
- All images must be saved as CMYK, not RGB.

### TERMS

- Any copy deemed not camera-ready, files requiring resizing or any other editing are subject to an additional charge.
- Cancellations are not accepted after published space closing dates.
- All changes and/or cancellations must be made in writing prior to the closing date.

## CONTACT US:

**MIRA Advertising  
5779 West Maple Road  
West Bloomfield, MI 48322**

**Michele Halis  
Director of Membership  
Sales & Engagement  
(248) 671-9600  
mhalis@  
midwestretailers.org**