

# BottomLine



## MEDIA KIT

### Advertising Opportunities:

**MIRA BOTTOM LINE:** Advertise in our monthly issued magazine delivered directly into the hands of MIRA members! *See rate information on reverse side.*

**WEEKLY E-NEWSLETTER:** Delivered directly to the computers of MIRA members! Logo buttons with a live link to your website.  
\$500 per month / \$1,200 per quarter

**MIRA WEBSITE:** [www.MIRAmw.org](http://www.MIRAmw.org), logo buttons or animated images with a live link to your website.  
\$250 per month / \$600 per quarter

**ANNUAL CALENDAR:** Only 12 spots available!  
\$1,950 / 4-color process / full bleed

**ANNUAL RESOURCE GUIDE:** Complete directory of suppliers, corporations and associate members of MIRA. *See rate information on reverse side.*

### MIRA Bottom Line

*Advantages of advertising in our magazine...*

**AWARD WINNING MAGAZINE.** MIRA was awarded the Silver Diamond Award in the category of Best Magazine from the Michigan Society of Association Executives' 2011 Diamond Awards Celebration.

**MAXIMUM EXPOSURE** through the only publication to reach all categories of retail establishments in Michigan, Ohio and surrounding states.

**BRANDING** your product and services can gain greater prestige when our members view it advertised in THEIR association's magazine. The MIRA Bottom Line is the member's magazine, so it gives advertisers a chance to identify with our members on a personal basis.

**TARGET AUDIENCE.** Advertisements reach decision makers across Michigan, Ohio and surrounding states, who are ready, willing and able to purchase your products and services. These members include business owners and managers whose median income is \$200k+ and are primarily men 30 and older, both married and single. Our members have disposable income to spend on travel, cars, clothes, homes, kids, sporting events, theater, jewelry and restaurants as well as necessities such as premium health insurance and education. Bonus distribution to wholesalers, brokers, manufacturers, distributors and food processors.

**READERSHIP & PASS-ALONG** rate of 2.5 additional readers per subscription (according to a recent MSU MIRA Bottom Line readership survey).

*As the official publication of MIRA "The Voice of Independent Retailers", members look to the MIRA Bottom Line to help them get ahead of the curve.*

*Monthly issues of the MIRA Bottom Line feature the latest business and marketing trends, legislative issues impacting your industry, plus updates on MIRA business, activities and member benefits.*

*In Short, the MIRA Bottom Line is the voice of the food, beverage and fuel industries in Michigan, Ohio, Illinois and surrounding states.*

### Art Work Submissions

*Please submit all advertising creative materials (with hard copy) to:*

ATTN: Rita Denha  
MIRA Bottom Line  
5779 West Maple Road  
West Bloomfield, MI 48322  
Tel: (800) 666-6233  
Fax: (866) 601-9610  
[www.MIRAmw.org](http://www.MIRAmw.org)  
Email: [rdenha@MIRAmw.org](mailto:rdenha@MIRAmw.org)

### Advertising Insertion Order Submissions

ATTN: Rita Denha  
MIRA Bottom Line  
5779 West Maple Road  
West Bloomfield, MI 48322  
Tel: (800) 666-6233  
Fax: (866) 601-9610  
[www.MIRAmw.org](http://www.MIRAmw.org)  
Email: [rdenha@MIRAmw.org](mailto:rdenha@MIRAmw.org)

# - MUST BE A MIRA MEMBER TO ADVERTISE -

## Annual Calendar Specs/Rate

**TRIM SIZE:** 11"wide x 8.5"tall

**\$1,950 (Only 12 spots available!)**

WITH BLEED  
11.25" x 8.75"

NO BLEED  
10.5" x 8"

## Weekly E-Newsletter Specs/Rate

**AD SIZE:** 160px wide X 300px tall

**\$500 per month / \$1,200 per quarter**

## MIRA Website Specs/Rate

**AD SIZE:** 666px wide X 240px tall

**\$250 per month / \$600 per quarter**

## Bottom Line Rates

The **MIRA Bottom Line** showcases your products and services in four-color processes **ONLY**. **Premium Pages Add 10%. All Rates are Net.**

**Preprinted Insert Rates call for quote.**

	Full page	2/3 page	1/2 page	1/4 page
1 x rates	\$ 1,750.00	\$ 1,500.00	\$ 1,400.00	\$ 875.00
3 x rates	\$ 1,650.00	\$ 1,400.00	\$ 1,325.00	\$ 825.00
6 x rates	\$ 1,550.00	\$ 1,300.00	\$ 1,250.00	\$ 775.00
12 x rates	\$ 1,450.00	\$ 1,225.00	\$ 1,175.00	\$ 725.00

## Submission Guidelines:

### MECHANICAL INFORMATION

- 85-100 line screen – 100 line preferred
- Printing Process: four-color process web offset

### 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.

### DEADLINES

- Camera-ready and proof-request ad copy due by the 15th each month, 1 month prior to the issue date.
- No proof provided if submitted after deadline.

### TERMS

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

## Bottom Line 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

Double Truck <b>FULL BLEED</b> 16" wide x 11.125" tall
Double Truck <b>NO BLEED</b> 15.25" wide x 10.375" tall

Full page <b>FULL BLEED</b> 8.625" wide x 11.125" tall
Full page <b>NO BLEED</b> 7.625" wide x 10.125" tall

**2/3 page  
NO BLEED**

5" wide x 10.125" tall
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**1/2 page  
NO BLEED**

7.625" wide x 5.125" tall
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**1/4 page Vertical  
NO BLEED**

3.75" wide x 5.125" tall
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**1/4 page Horizontal  
NO BLEED**

7.625" wide x 2.375" tall
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### 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. Advertising is invoiced on per issue basis. Invoices are delivered upon publication of the issue containing the advertiser's ad. **TERMS:** payable upon receipt. Make checks payable to: MIRA
13. 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.