

2017 ROSTER RATE CARD

WHY ADVERTISE IN THE ROSTER?

- The Roster, Adcraft's annual printed member directory, gets your brand and message in front of 2,000+ advertising decision makers in metropolitan Detroit
- With a 12-month shelf life, The Roster is coveted by Adcraft members and is a useful resource that they reference throughout the year for contact information
- Advertising in The Roster is not only a smart business move, but also a great way to support the educational, professional development, networking and philanthropic activities of Adcraft Detroit, the oldest ad association in the country

SIZE	POSITION	RATE (net)
TWO-PAGE SPREAD	Inside front cover	\$7,000
	Inside back cover	
	Standard spread	\$6,000
FULL PAGE	Back cover	\$5,000
	Premium position (facing Table of Contents, President's Message, Board of Directors, Officers)	\$3,500
	Standard page	\$3,000
HALF PAGE	Standard half page (horizontal or vertical)	\$2,000 (color) \$1,000 (black & white)

- Placement requests will be considered but are not guaranteed and are on a first-come, first-served basis
- Half-page ads are placed at the editor's discretion

SPACE CLOSE: Friday, September 29, 2017
MATERIAL CLOSE: Friday, October 20, 2017

Contacts:

Ad Space: Kelly Wood, kellwood313@gmail.com
Ad Materials: Michelle Rossow, mrossow@adcraft.org

2017 ROSTER AD SPECS

PUBLICATION SIZE: 8-1/2" X 11" PERFECT BOUND

SIZE	SPECS
TWO-PAGE SPREAD	17" x 11" with a minimum 3/4" gutter break Add minimum of 1/8" to all sides for bleed ad
FULL PAGE	8-1/4" x 11" Add minimum of 1/8" to all sides for bleed ad
HALF PAGE	Horizontal: 7-3/8" x 5" Vertical: 4-3/4" x 7-1/4" Half page ads are non-bleed

PRINT SPECIFICATIONS

- Ad should be sent as a high resolution, print ready PDF
- All art should be 300 dpi
- Photos should be flattened and converted to CMYK
- All fonts and artwork need to be embedded in PDF
- LW files need to be 2400 resolution and CT files at 300 resolution
- Four-color solids should not exceed SWOP density of 280%

INCLUDE

- Contact information for ad provider and designer

DELIVERY METHOD

- Email (all files should be zipped) or FTP

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Technical Questions: Jim Nosakowski, jimn@bookerpage.com
Ad Materials: Michelle Rossow, mrossow@adcraft.org

2017 ROSTER INSERTION ORDER

ADVERTISER	
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MEDIA BUYER	
Name:	
Company:	
Address:	
Phone:	
Email:	

DESIGNER/AD AGENCY	
Name:	
Company:	
Address:	
Phone:	
Email:	

AD SPECIFICATIONS	
New or Pickup:	
Size:	
Position:	
Rate:	
Special Instructions:	

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