

AD SIZE

- Full Page - \$850
8.5"w x 11.0"h
- Half Page - \$500
7.5"w x 4.875"h
- Quarter Page - \$350
3.625"w x 4.875"h

Ad rates are per ad per issue. Ad renewals are for all four issues but will be billed individually once each issue is released.

PREMIUM AD PLACEMENT

- Inside Front Cover - \$1300
- Back Cover - \$1300
- Inside Back Cover - \$1100
- Opposite Inside Back Cover - \$1000

2025 AD DEADLINES

- Winter - November 15, 2024
- Summer - May 5, 2025
- Spring - February 10, 2025
- Fall - August 4, 2025

Company: _____

Contact: _____ Phone Number: _____

Email: _____

Authorized Signature _____ Date: _____

Ad Specifications:

• High-resolution PDF files with fonts embedded and raster images at 300 dpi are encouraged.

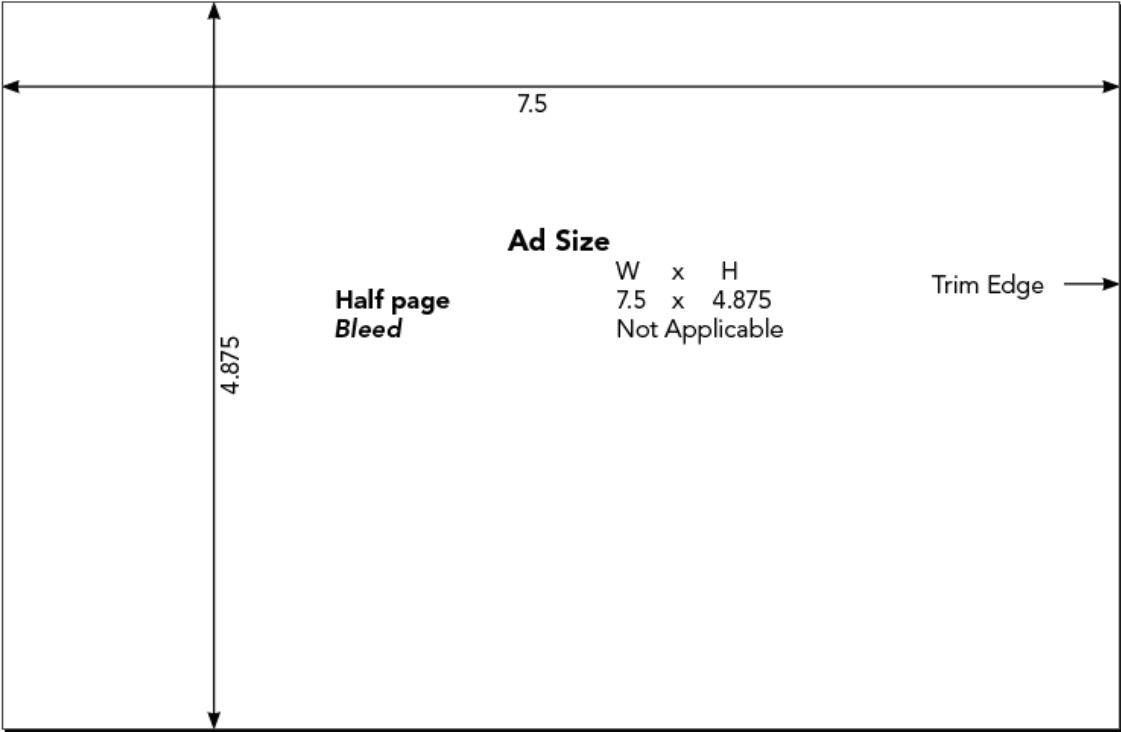
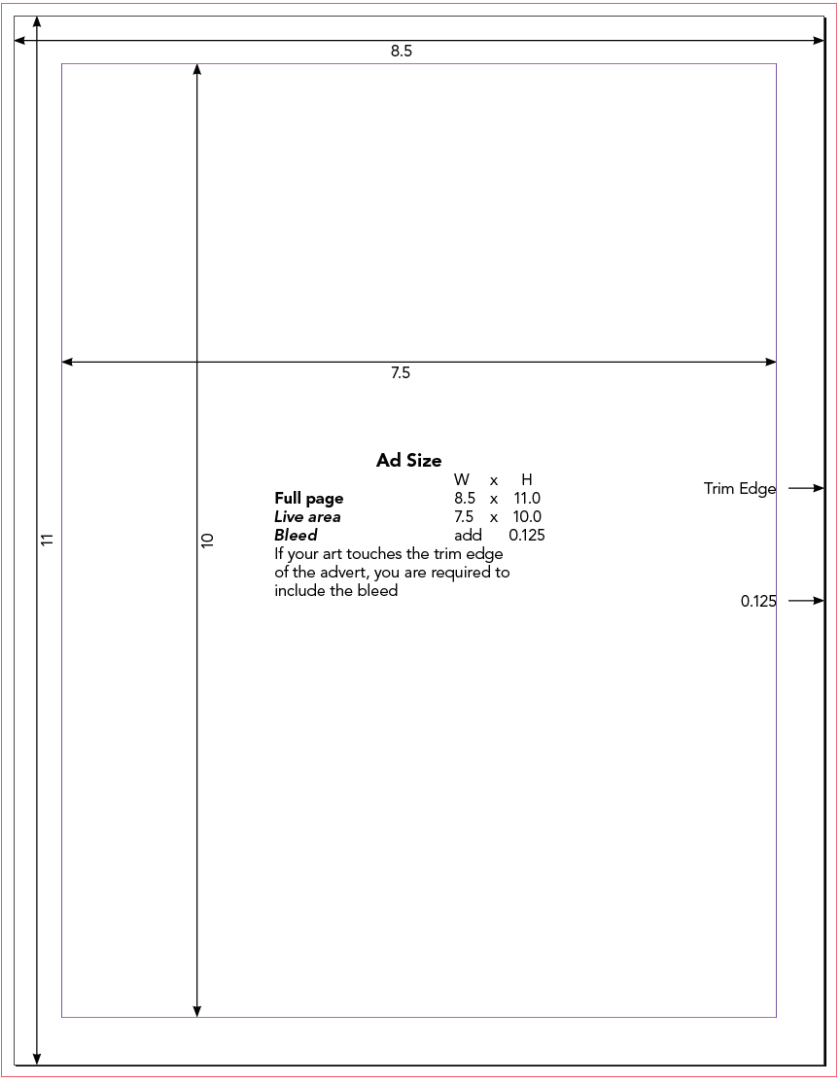
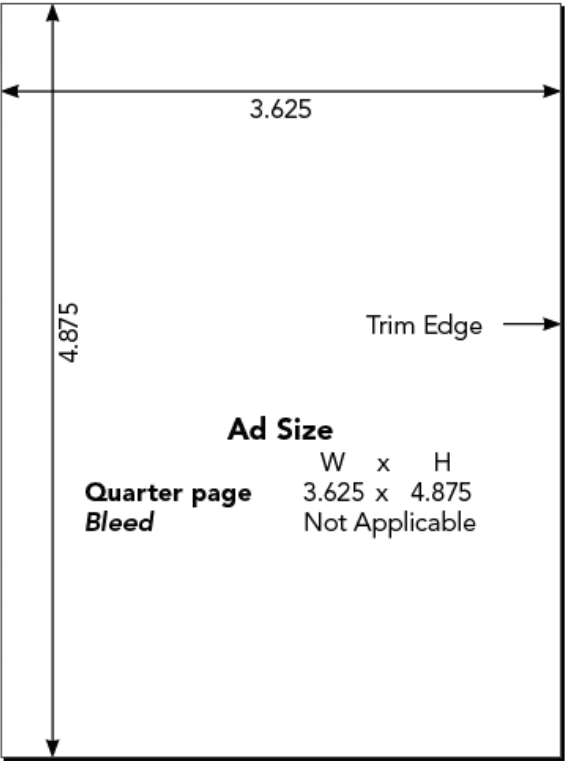
- InDesign, Photoshop, and Illustrator files are accepted but may incur additional production charges.
- Display ads created in Microsoft Word or Microsoft Publisher will not be accepted.
- Images: 300 dpi, CMYK or grayscale TIFF or EPS; line art: 1200 dpi, TIFF or EPS.
- Ads submitted must meet the sizing guidelines outlined above and in the following pages

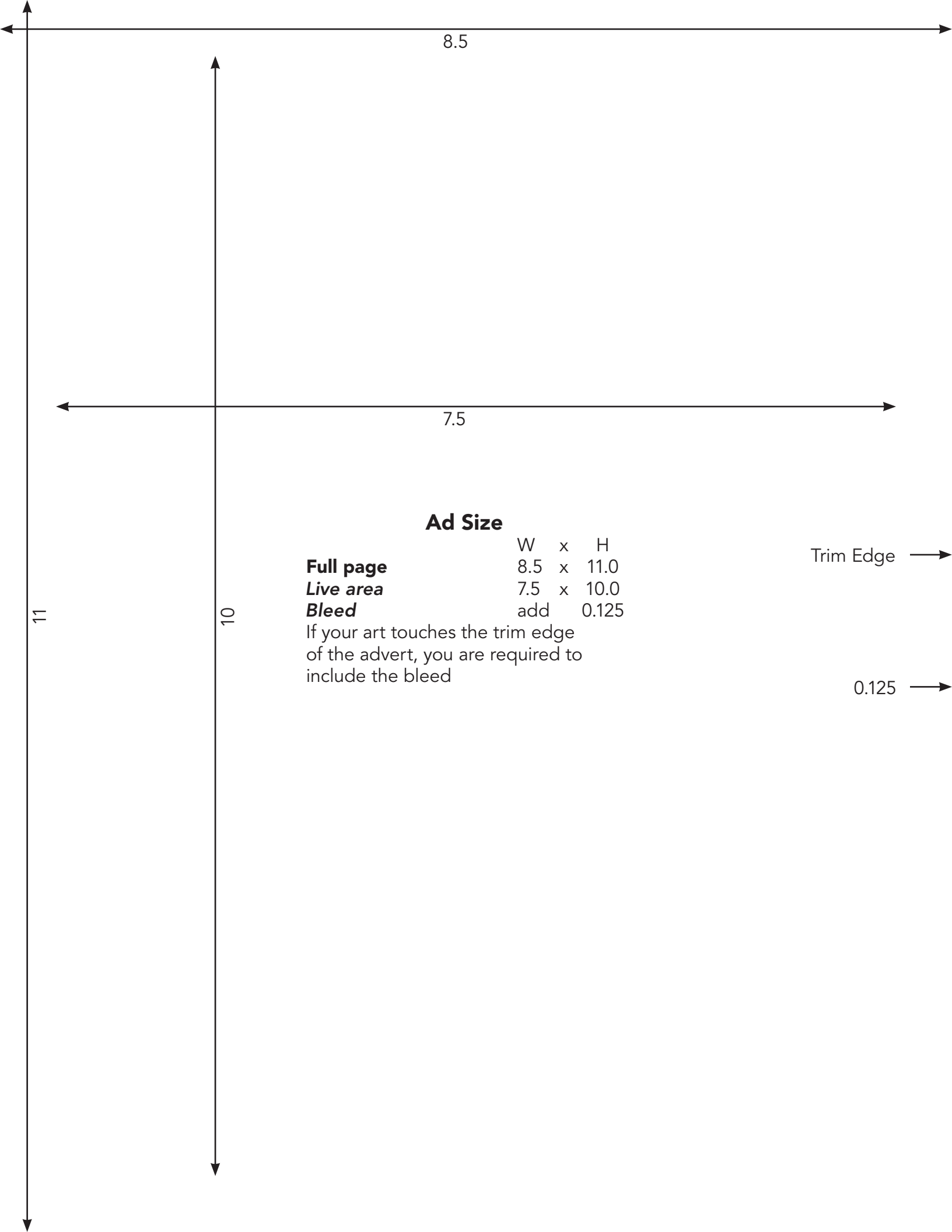
Guidelines

Any new artwork must be provided to MITA upon renewal or prior to the deadline dates above. Any artwork received after a deadline stated above will be printed in the following issue.

If an unacceptable ad file is received on or after our established deadline and corrections cannot be made, the ad will not be placed. Ads requiring changes or corrections will be billed at the minimum hourly rate of \$95.00 per hour. The first hour will be charged in a full-hour increment and half-hour increments thereafter. Acceptance of all ads is subject to MITA review. MITA is not responsible for the print quality of any advertisements.

Ad Sizes—Inches (Not to Scale)





8.5

7.5

11

10

Ad Size

Full page

Live area

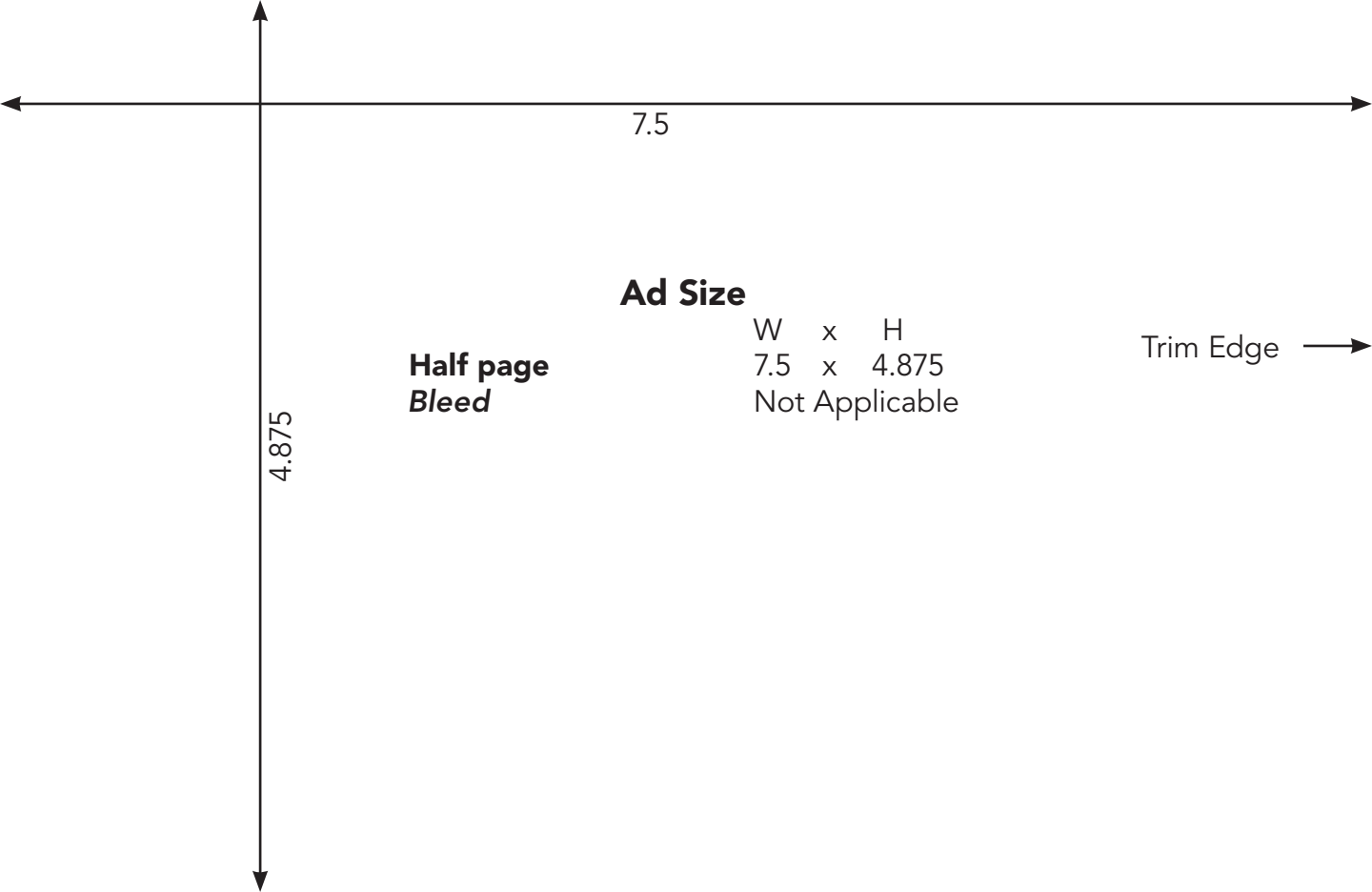
Bleed

W	x	H
8.5	x	11.0
7.5	x	10.0
add		0.125

Trim Edge →

0.125 →

If your art touches the trim edge
of the advert, you are required to
include the bleed



7.5

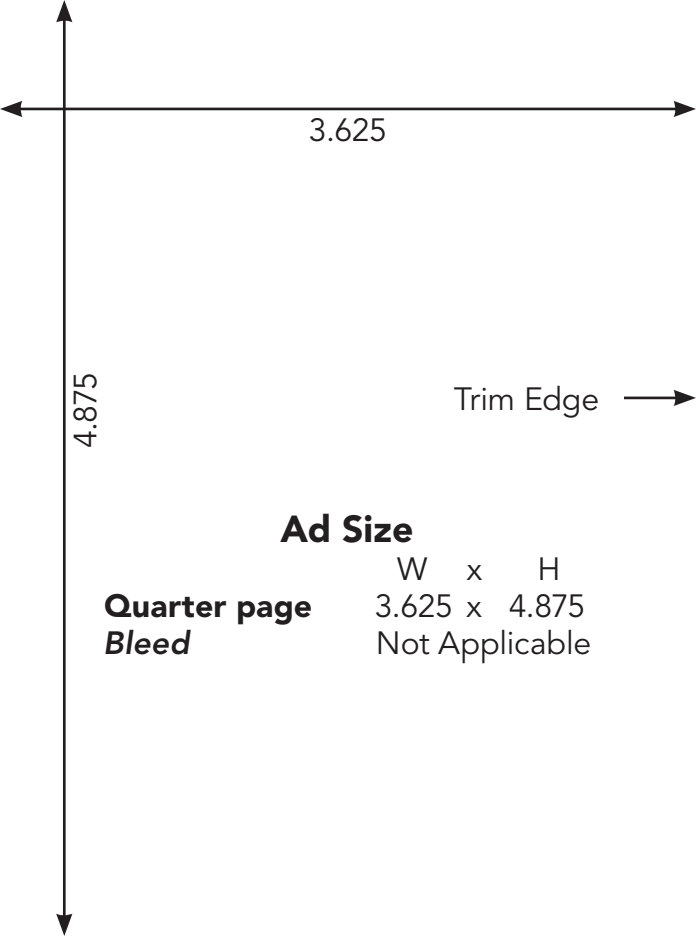
**Half page
Bleed**

Ad Size

W	x	H
7.5	x	4.875
Not Applicable		

Trim Edge →

4.875



3.625

4.875

Trim Edge →

Ad Size

Quarter page
Bleed

W	x	H
3.625	x	4.875
Not Applicable		