

CrosSection

Michigan Infrastructure & Transportation Association Magazine

2027 ADVERTISER BENEFITS

CrosSection, the premier magazine for Michigan's infrastructure and transportation construction industry, has a whole new look: matte paper, a soft-touch cover, and a fresh design from cover to cover. Every issue is mailed to more than 1,000 industry professionals at 575+ companies, with a digital edition on the MITA website.

EVERY ADVERTISER GETS

- Clickable ads: your ad in the digital edition links straight to your website.
- Pay after print: MITA invoices each ad only after that issue is printed.
- Ad design help: limited spots each issue. Depending on the scope, charges may apply; we'll send a quote before any work begins.

COMMIT TO ALL FOUR 2027 ISSUES

- Best rate: save \$50 per issue (\$100 on premium placements) compared with single-issue pricing.
- Full page or premium placement: a FREE Standard Display ad in the MITA Online Directory & App (\$550 value), or upgrade to a Premier Display for just \$400.
- Half or quarter page: a Premier Display ad in the MITA Online Directory & App at 50% off, just \$475 (regularly \$950).

YOUR DIRECTORY AD

Directory ads (free or paid) appear in the MITA Online Directory & App from January 1 through December 31, 2027, link to the web address of your choice, and do not auto-renew. Ads are designed and supplied by the advertiser; ask us for a quote if you'd like design help. Artwork received before January goes live right away. Choose your directory ad on page 2.

New Advertisers

Your first issue gets a free one-size upgrade: quarter page to half page, or half page to full page (space permitting).

Ready to renew? Fill out and sign page 2 and return it by November 11, 2026.

Ad sizes and file specs are on page 3.



CrossSection

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Send your ad via email to Danielle at
daniellecoppersmith@thinkmita.org

Questions: Call Danielle at
517.347.8336

AD INSERTION FORM | RETURN BY NOVEMBER 11, 2026

AD SIZE

- ☐ Full Page - \$1,000
8.5"w x 11.0"h
- ☐ Half Page - \$650
7.5"w x 4.875"h
- ☐ Quarter Page - \$500
3.625"w x 4.875"h

Rates shown are per ad, per issue, with a 4-issue commitment. Each ad is billed after its issue prints.

Single-issue rates: Full \$1,050 · Half \$700 · Quarter \$550 · Covers \$1,600 · Opposite Inside Back Cover \$1,300

PREMIUM AD PLACEMENT

- ☐ Inside Front Cover - \$1,500
- ☐ Back Cover - \$1,500
- ☐ Inside Back Cover - \$1,500
- ☐ Opposite Inside Back Cover - \$1,200

Premium placements are currently held by their advertisers, who have first right of refusal; rates are listed for renewing advertisers. If a premium spot opens up, all advertisers will be notified.

2027 ISSUES & AD DEADLINES (CHECK ALL THAT APPLY)

- ☐ Winter - November 11, 2026
- ☐ Summer - May 14, 2027
- ☐ Spring - February 10, 2027
- ☐ Fall - August 13, 2027

Your artwork (check one): ☐ New artwork is coming ☐ Pick up my current ad (no changes)

Directory Ad (check one)

- ☐ Standard Display: FREE (4 issues, full page or premium placement)
- ☐ Premier Display upgrade: \$400 (4 issues, full page or premium placement)
- ☐ Premier Display at 50% off: \$475 (4 issues, half or quarter page)

Company: _____

Contact: _____ Phone Number: _____

Email: _____

Billing contact (if different): _____ Billing email: _____

Magazine ad link (URL): _____ Directory ad link (URL): _____

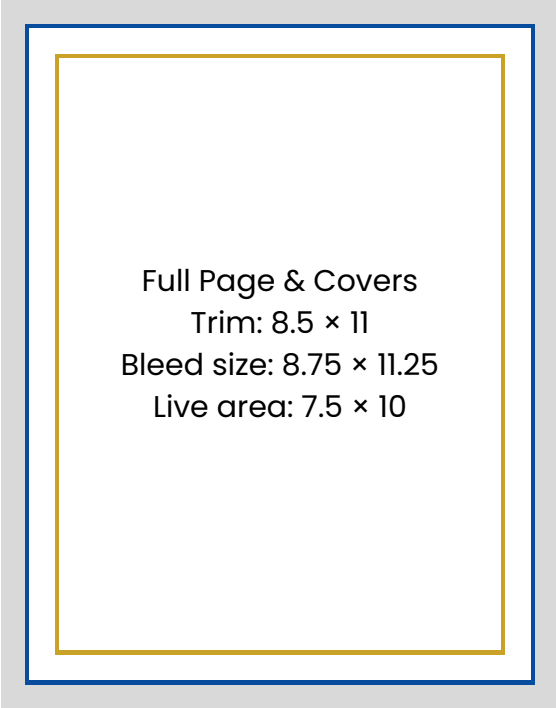
Authorized Signature _____ Date: _____

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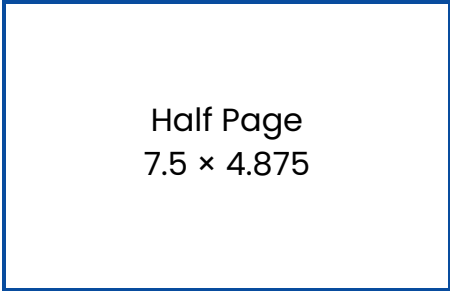
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AD SPECIFICATIONS

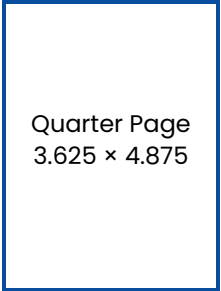
PRINT AD SIZES (INCHES, W × H)



Full Page & Covers
Trim: 8.5 × 11
Bleed size: 8.75 × 11.25
Live area: 7.5 × 10



Half Page
7.5 × 4.875



Quarter Page
3.625 × 4.875

Half and quarter pages: no bleed. Send at exact size.

Gray area = bleed. Extend background colors and photos 0.125" past the trim on all four sides.

Blue line = trim. The finished page size: 8.5" × 11".

Gold line = live area. Keep all text, logos and contact info inside it (0.5" from the trim).

Diagrams are not to scale.

DIRECTORY AD SIZES (PIXELS)

Premier Display: 1860 × 710 px

Standard Display: 500 × 500 px

JPG or PNG files, designed and supplied by the advertiser (design help is available by quote). Each ad links to the web address of your choice. Free Canva templates are available; just ask.

FILE REQUIREMENTS & GUIDELINES

- Preferred: print-ready PDF (PDF/X-1a or PDF/X-4), CMYK, fonts embedded, images at 300 dpi.
- Also accepted: high-resolution JPG, PNG or TIFF at 300 dpi at the final ad size.
- Full-page and cover ads: build at 8.75" × 11.25" (includes 0.125" bleed) and keep text in the live area.
- Designing in Canva? Download as "PDF Print" and check "Crop marks and bleed" for full-page ads.
- Email files to daniellecoppersmith@thinkmita.org by the issue deadline, along with the web address your digital ad should link to.
- New artwork is due by each issue's deadline. Artwork received after a deadline runs in the following issue.
- If a file can't be used and can't be corrected in time, the ad will not run. All ads are subject to MITA review, and MITA is not responsible for the print quality of advertisements.