

Top reasons why
advertisers choose
Michigan Retailer

Targeted audience
The *Michigan Retailer*
delivers more than 14,500
retail business owners,
managers and associates
each issue.



**25%
OFF**

Member discount
MRA members can take
advantage of low-cost
Member-to-Member ads
or receive a 25-percent
discount on all other ads.

Pre-payment discount
You earn a 5-percent
discount by paying for
your advertising when
you submit ad copy.

**5%
OFF**

Michigan Retailer®

The official publication of the Michigan Retailers Association

Michigan Retailer publication dates

Please reserve ads at least three
weeks before date listed.

January/February issue

January 21

March issue

March 4

April issue

April 8

May issue

May 6

June issue

June 3

July/August issue

July 15

September issue

September 2

October issue

October 7

November/December issue

November 11

January/February 2006 issue

January 20

2005 Advertising Schedule

Michigan Retailer provides best way to reach retailers

Looking for the best way to reach Michigan's retail businesses?

Look no farther than *Michigan Retailer*, the official news-monthly of the Michigan Retailers Association.

The Michigan Retailers Association is the nation's largest state trade association of general merchandise retailers. Established in 1940, MRA provides Michigan's retail industry with aggressive representation at the state and national levels, plus significant savings on essential business services.

Michigan Retailer puts you in the center of one of the country's largest and most dynamic retail industries. Michigan retailers account for \$135 billion in annual sales—eighth highest in the nation—and provide nearly one of every five jobs for Michigan workers.

More than 14,500 retail business owners, managers and other key retail execu-

tives and associates read each issue of the *Michigan Retailer* to find out the latest news about their industry, their Association and government actions affecting their businesses.

No other Michigan publication reaches this group of retail executives who make the spending decisions for their more than 13,000 stores and websites across the state.

Who belongs to MRA? General merchandise retailers of all sizes and trade lines are members of the Association. They range from the largest international, national and regional chains to the smallest independent, single-store operators.

MRA member businesses include discount stores, de-

partment stores, drug stores, gift stores, jewelry stores, auto service and tire dealers, furniture stores, book stores, record stores, sports stores and virtually every other type of retail business. They include bricks and mortar, clicks and mortar, online and catalogue retailers.

If you're trying to reach retailers in Michigan, there's only one best advertising vehicle—Michigan Retailer.

Call us toll-free at
800.366.3699
to reserve ad space



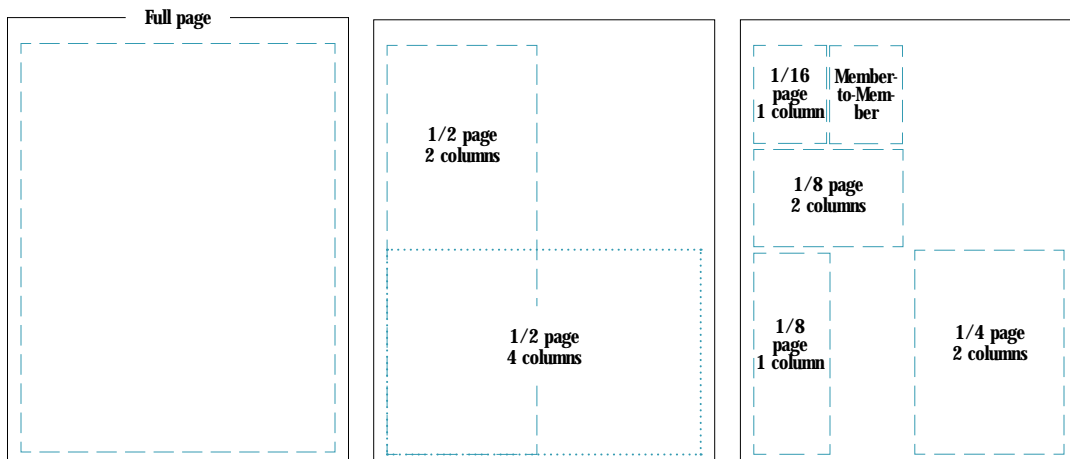
Ad sizes and rates

Cost per issue/number of issues

Ad size	Columns	Width x Length	1-2	3-5	6-9
Full page with bleeds		11 1/2" x 14 1/2"	\$1100	\$970	\$815
Full page	4 columns	10" x 13"	\$1100	\$970	\$815
1/2 page	4 columns	10" x 6 3/8"	\$575	\$510	\$435
	2 columns	4 7/8" x 12 5/8"	"	"	"
1/4 page	2 columns	4 7/8" x 6 3/8"	\$295	\$265	\$230
1/8 page	1 column	2 3/8" x 6 3/8"	\$155	\$145	\$130
	2 column	4 7/8" x 3 1/8"	"	"	"
1/16 page (classified)	1 column	2 3/8" x 3 1/8"	\$88	\$82	\$77
Member-to-Member	1 column	2 3/8" x 3 1/8"	Special member rate - \$35.00 per issue		

Note: All rates are net. For four color add \$900. For spot color add \$225 each color. Five-percent discount for pre-payment. MRA members receive 25-percent discount (excluding Member-to-Member ads).

Ad formats



Michigan
Retailers
Association

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Subscriptions:

Michigan Retailer (USPS 345-780) is published nine times per year for \$20.00 per year by Michigan Retailers Association, 603 South Washington Ave., Lansing, MI 48933. Subscription fees are automatically included in the Michigan Retailers Association membership dues. Periodical postage paid at Lansing, Michigan. POSTMASTER: Send address changes to 603 South Washington Ave., Lansing, MI 48933. The Michigan Retailer may be recycled with other white office paper.

Mechanical requirements

Please provide artwork as a complete electronic file on 3.5" floppy disks, 100 MB Zip cartridges or CD-ROM disks. Film negative(s) may also be provided (right reading, emulsion down, separated for each color).

A proof of artwork is helpful.

Ad design services are available—call for pricing.

Artwork will be returned if requested.

Trim size:	11" x 14"
Printing process:	Heat-set web offset
Bindery:	Saddle-stitched
Color:	Black and PMS 321 standard Spot and 4-color process available
Line screen:	120 to 150
Paper stock:	50 lb. white vellum offset

**Michigan
Retailer—the best
advertising vehicle to
reach retailers in
Michigan**

Contacts

For general advertising or rate information, contact Retha Lachance at 800.366.3699 ext. 209 or rlachance@retailers.com.

For information on advertising design and layout services or mechanical requirements, call Pat Kerwin, at 800.366.3699 or 517.372.5656 or pdkerwin@retailers.com.