

# MICHIGAN RETAILER

## Media Kit

### Why advertise in Michigan Retailer?

With every issue, we reach retail owners, managers, and executives who make spending decisions for **15,000 stores and websites across the state.**

As the official publication of Michigan Retailers Association, we are the best vehicle for reaching the largest international chain to the smallest independent store-owner.

### Our audience industries

department stores • discount stores • grocery • sporting goods • drug stores • gift shops • book stores • hardware • shoes • jewelry • furniture • auto service and tire dealers • record stores • brick and mortar • clicks and mortar • online • catalogue • medical practices • professional practices

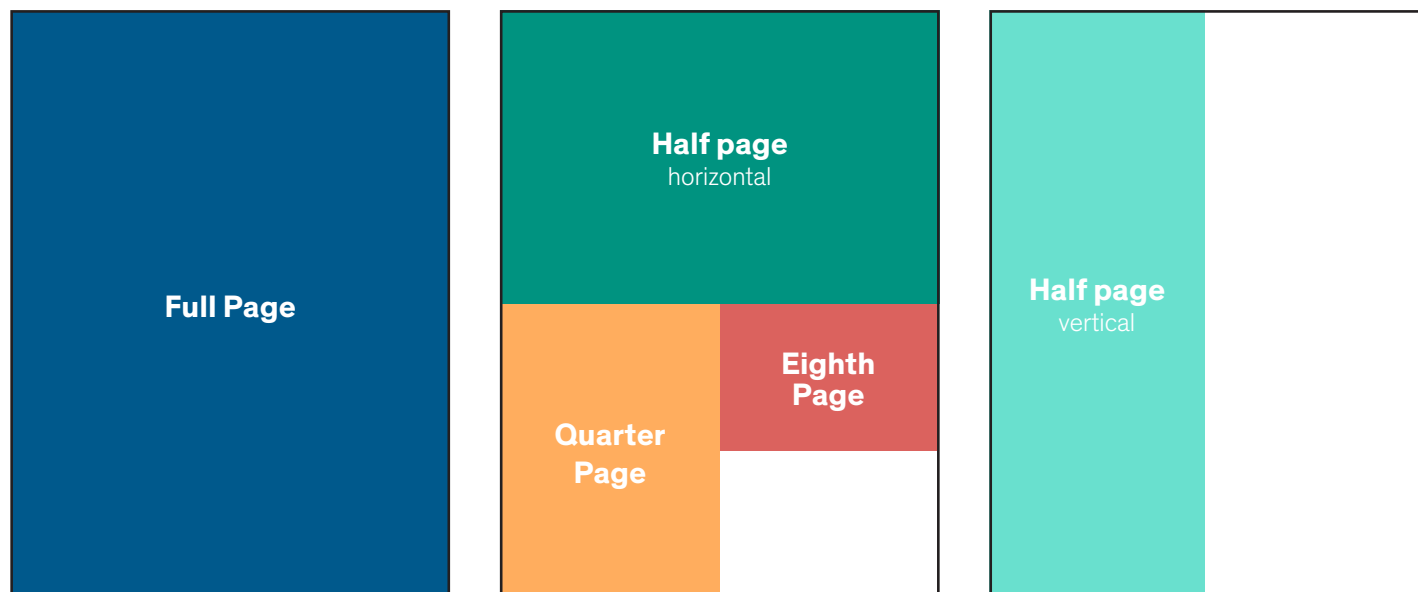
Michigan Retailers Association is the unified voice of Michigan's retail industry and a trusted resource for all types of businesses. Michigan retailers provide more than 870,000 jobs to Michigan workers and are responsible for 20% of Michigan's total economic activity.



# Ad sizes and rates

Ad sizes	Width x height	1-2	3-5	6
<b>Full Page</b>	8.34" x 11.16"	\$1,200	\$1,000	\$900
<b>Half Page</b> horizontal	8.34" x 5.58"	\$850	\$700	\$500
<b>Half Page</b> vertical	4.17" x 11.16"	\$850	\$700	\$500
<b>Quarter Page</b>	4.17" x 5.58"	\$750	\$600	\$550
<b>Eighth Page</b>	4.17" x 2.79"	\$600	\$550	\$400

Five percent discount for pre-payment!



## Ad preparation

All advertising should be provided in a digital format. The preferred format is a **High Quality Adobe Acrobat PDF** file. All fonts should be outlined and images must be embedded.

All embedded images should be a minimum of 300 ppi (pixels per inch). Color images must be CMYK. Any spot colors in your advertisement must be converted to CMYK.

## Ad submission

Send files via email to **news@retailers.com**.

## Digital banner ad rate and size

1,200px by 250px – \$400 per email

All embedded images should be a minimum of 150 ppi (pixels per inch). Color images must be RGB. Any spot colors in your advertisement must be converted to RGB. All fonts should be outlined.

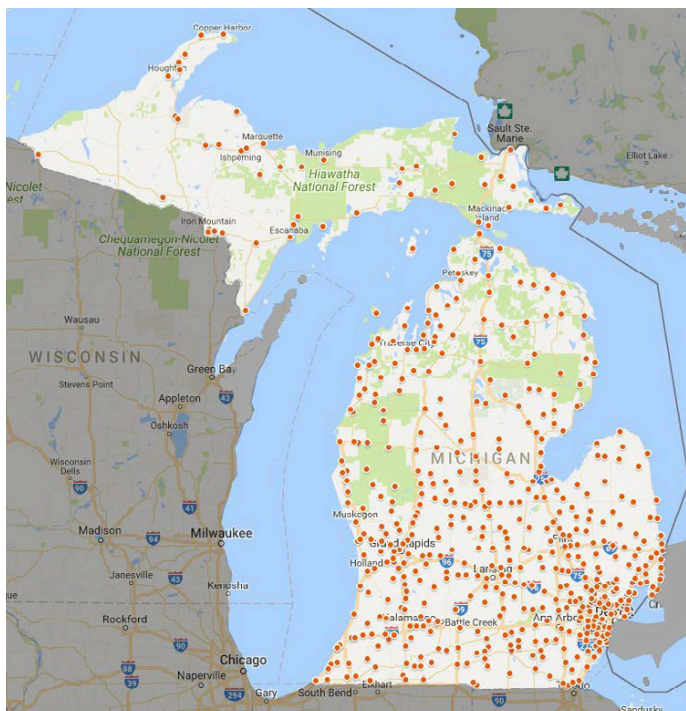
**Ad submission**  
Send files via email to  
[news@retailers.com](mailto:news@retailers.com)

## Michigan Retailer DISTRIBUTION

The Retailer goes to our members and recipients from supporting industries. This map shows the municipalities where our members are located. One dot may represent the location of several members' stores.



[Retailers.com](http://Retailers.com)  
[BuyNearbyMI.com](http://BuyNearbyMI.com)



## Ad deadlines

### FEB / MAR

Reserve: Jan. 1  
Submit: Jan. 15  
Mailed: Feb. 10

### APR / MAY

Reserve: March 1  
Submit: March 15  
Mailed: April 10

### JUN / JUL

Reserve: May 1  
Submit: May 15  
Mailed: June 10

### AUG / SEP

Reserve: July 1  
Submit: July 15  
Mailed: Aug. 10

### OCT / NOV

Reserve: Sept. 1  
Submit: Sept. 15  
Mailed: Oct. 10

### DEC / JAN

Reserve: Nov. 1  
Submit: Nov. 15  
Mailed: Dec. 10







## Advertising in Michigan Retailer is your best bet to reach stores across Michigan!

For ad sales, coordination and design, contact us at [communications@retailers.com](mailto:communications@retailers.com).



Pictured left to right: Laurie Van Ark, Barbara Ann Hollowick, Cheryl Fountain of B/A Florist in East Lansing.