



Michigan Association for College Admission Counseling

2010 ADVERTISING RATE SHEET

PUBLICATION

MACAC MUSE Newsletter

MUSE, providing the latest news and information on college admissions vital to the transition of high school students, is distributed in January, April, September, and November via email as a PDF and sent exclusively to MACAC Professional Members.

Distribution schedule: January 13, April 1, September 15, and November 17, 2010. Please note distribution occurs over 2-3 days to entire membership.

Advertising deadline: By the 15th of the month preceding the publication.

Circulation: Approximately 1,000 guidance counselors and college admission professionals.

ADVERTISING RATES & TECHNICAL INFORMATION

Full Page (7.5" w x 10" h)	\$125
Half Page (7.5" w x 5" h)	\$65
Quarter Page (5" w x 3.75" h)	\$35
Business Card (2.5" w x 3.5" h)	\$20

(Rates are per issue; contact MACAC for deals on multiple issues)

Technical Information - Newsletters:

Display ads for MACAC newsletters should be submitted electronically as a picture file or as a file in Microsoft Publisher or Microsoft Word format.

Disclaimers:

1. MACAC reserves the right to refuse any advertisement at any time. We will not accept ads that promote illegal activity, that infringe on any intellectual property rights or do not have benefit to our membership.
2. We are not responsible for the content of ads and do not, necessarily, endorse or support products or services in the ads.

If you have additional questions, please contact
Zay Reynolds – admin@macac.org (517) 455-7533.

Advertising Rate Sheet

5965 Coleman Road, East Lansing, MI 48823-9799

(517) 455-7533 / FAX: (517) 455-7245

e-mail: admin@macac.org

website: www.macac.org

Contact Name: _____

Company/School: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

ADVERTISING RESERVATION FORM

Make checks payable to:

MICHIGAN ASSOCIATION FOR COLLEGE ADMISSION COUNSELING

Mail payment and order form to:

5965 Coleman Road, East Lansing, MI 48823-9799

or you may call or FAX your order to:

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Month of Publication Requested: _____

Total Number of Ads Requested: _____

Total Amount Due: \$ _____