



MIFFS Memo General Info:

The MIFFS Memo is the quarterly newsletter of Michigan Food & Farming Systems (MIFFS), a statewide, membership-based nonprofit dedicated to advocating and initiating local food choices for healthy people and communities.

Each issue contains 16-20 pages and is printed in black and white. Electronic color copies are available by request to all members, and an abbreviated, 8-10 page issue is posted online at www.miffs.org/newsletter.asp. Memo ads will appear in both electronic versions, as well as in three issues of the MIFFS Minute monthly e-newsletter.

Circulation is approximately 400 members, funders, partners, sponsors and local food and sustainable agriculture enthusiasts.

Publication Policies:

MIFFS reserves the right to accept or deny ads based upon page availability in the Memo and consistency with our mission and principles. View these online at www.miffs.org/about.asp.

Rates are subject to change on notice from the publisher and become effective for all advertisers with the stated issue and all issues thereafter. Multiple insertion rates will be honored for the length of the obligation.

Art and Production Services:

MIFFS can offer creative work at an additional cost to advertisers who need design assistance. The fee for creative work will be \$45/hour, billed by the half hour, with an initial cost estimate provided to the client after receipt of content but before design. Contact Emily Beutel at buckhame@msu.edu for more information.

Rates and Discounts:

Ad and classified rates are below. MIFFS members receive a 10% discount on graphic ads and a free 30-word classified ad each year. All advertisers receive a 20% discount when committing to a full year (four issues).

Ad Type	Ad Dimensions	Cost: 1 Issue	Cost: 4 Issues	Member Cost
Eighth Page	3.25" x 2.375"	\$30	\$96	\$27/\$86.40
Quarter Page	3.25" x 4.75"	\$50	\$160	\$45/\$144
Half Page	7.5" x 4.75"	\$80	\$256	\$72/\$230.40
Full Page	7.5" x 9.5"	\$120	\$384	\$108/\$345.60

Classified ads: First 30 words/\$5 and \$.10/word over 30. Classifieds are also be posted quarterly on the MIFFS Web site, in correspondence with the Memo, at www.miffs.org/classifieds.asp, as well as 3 issues of the MIFFS Minute monthly e-newsletter. *Members get 1 free classified ad per year.*

Technical Specifications:

Ads may be sent as hard copy or digital files. Acceptable file formats are: PDF or TIFF. Please make sure that all type has been converted to outlines before sending electronically. Electronic files should be sent to buckhame@msu.edu. All ads are printed in black and white for hard copy, with electronic files in full color.

Deadlines:

All ads must be received before issue deadlines to be included. Deadlines are as follows: Winter Issue: Jan 1; Spring Issue: Apr 1; Summer Issue: Jul 1; Fall Issue: Oct 1.

Cancellations:

Any cancellations must be received before the display ad deadline. Cancellations after the ad deadline will be invoiced for the full amount.

Billing:

Advertisers will be invoiced on the advertising deadline date after ad is received, due within 30 days of receipt.

Member and Frequency Discounts:

Advertisers committing to a full year (four issues) of advertising will receive a 20% discount of their total cost. If the commitment must be broken for any reason, the discount will be revoked, and the advertiser will be billed for the total, single-issue amount difference.

Current MIFFS members in good standing receive one FREE classified ad per year and an additional 10% discount on graphic ads. Not a member? There is space for your organization to join on the ad form on page 2, or visit www.miffs.org/join.asp

MIFFS Memo Advertising Request Form

Date: _____

Business, Farm or Organization: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____

Web site: _____

Issue(s):

- Winter**
deadline: Jan. 1, mailing date: early Feb.
- Spring**
deadline: Apr. 1, mailing date: early May.
- Summer:**
deadline: Jul. 1, mailing date: early Aug.
- Fall:**
deadline: Oct. 1, mailing date: early Nov.

Cost:

Single Ad:
Price: \$____ x number of issues _____

Full Year Commitment: 20% off
(if applicable) _____

MIFFS Membership: 10% off
(if applicable) _____

Interested in becoming a MIFFS member?

- Student \$15 Individual \$30 Family \$45

Ad Size(s) and Rate(s):

Member discounts will be taken at total

- Classified Ad** (no graphic)
 - 30 words (\$5) OR Member (free)
- Eighth Page** (3.25" x 2.375")
 - Single Issue (\$30) Full Year (\$96)
- Quarter Page** (3.25" x 4.75")
 - Single Issue (\$50) Full Year (\$160)
- Half Page** (7.5" x 4.75")
 - Single Issue (\$80) Full Year (\$256)
- Full Page** (7.5" x 9.5")
 - Single Issue (\$120) Full Year (\$384)

Organization memberships:

- \$0–\$50,000 Budget: \$50 _____
(3 names on mailing list)
- \$50,000–\$250,000 Budget: \$150 _____
(5 names on mailing list)
- \$250,000–\$500,000 Budget: \$250 _____
(10 names on mailing list)
- \$500,001+ Budget: \$450 _____
(15 names on mailing list)

Total: _____

Authorized Signature:

To purchase multiple ads using different sizes for different issues, please contact Emily Beutel at buckhame@msu.edu.

Please send all materials and direct inquiries to:

MIFFS
Attn: Emily Beutel
172 Natural Resources
East Lansing, MI 48823

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Fax (517) 353-7961
buckhame@msu.edu
www.miffs.org