



# MILD Advertising Agreement 2018

**Clean Talk**, published quarterly by the Michigan Institute of Laundering & Drycleaning, is designed to members in the laundry, drycleaning, and cleaning industry in Michigan with latest association and industry news. **Circulation:** *Clean Talk* is mailed to approximately 200 current MILD members.

**Ad Specifications/Materials |** Submit your artwork in electronic format, press-ready (min 300 dpi) Adobe Acrobat PDF file. No bleeds. Send artwork files to [mbatora@mildmi.org](mailto:mbatora@mildmi.org). Positioning: Requests for preferred positions will be honored when possible. Ad rates are based on receiving complete, press-ready digital files. Advertisers will be charged an additional \$60 per hour with a one hour minimum if press-ready digital art is not provided. **Note: Advertisers must provide a "hard-copy" proof of the ad by fax or mail. If a "hard-copy" proof is not supplied, MILD cannot be held responsible for printed errors.** If you have any questions regarding artwork, please contact Shawn Detlor by email at [sdetlor@managedbyamr.com](mailto:sdetlor@managedbyamr.com).

**Copy & Space Regulations |** MILD reserves the right to reject any advertising based on content and/or improper format or size. Advertisers and advertising agencies shall assume liability for content of ads and also assume responsibility for any claims arising there from against MILD. MILD reserves the right to reject any proposed advertisement that does not conform to the standards, principles, and ethics of the Association.

## Advertiser Information

Contact Name	
Title	
Company	
Street Address	
City, State, Zip	
Phone #	
Email	
Authorized Signature	
Product to be Advertised	

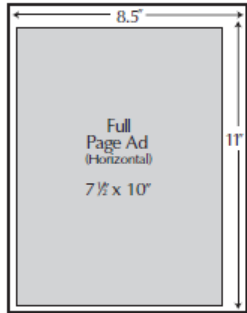
## 2018 Schedule

Issue	Spring	Summer	Fall	Winter	Selection / Total
Space Reservation & Materials Deadline	January 30	April 24	August 28	November 15	
Distribution	February	May	September	December	
<b>Ad Space Rates</b>					
Quarter-page	<input type="checkbox"/> \$140	<input type="checkbox"/> \$140	<input type="checkbox"/> \$140	<input type="checkbox"/> \$140	
Half-page Vertical	<input type="checkbox"/> \$325	<input type="checkbox"/> \$325	<input type="checkbox"/> \$325	<input type="checkbox"/> \$325	
Half-page Horizontal	<input type="checkbox"/> \$325	<input type="checkbox"/> \$325	<input type="checkbox"/> \$325	<input type="checkbox"/> \$325	
Full-page	<input type="checkbox"/> \$500	<input type="checkbox"/> \$500	<input type="checkbox"/> \$500	<input type="checkbox"/> \$500	

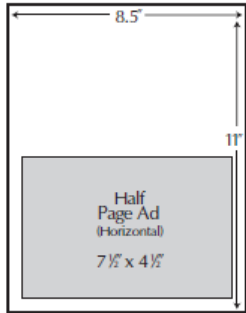
Total Payment Amount

--

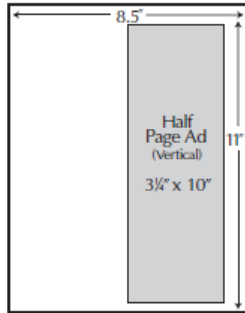
## Ad Sizes



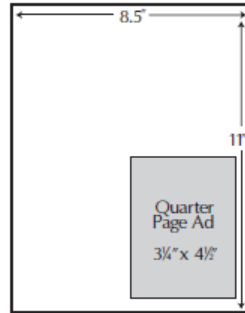
Full Page



Half Page (Horizontal)



Half Page (Vertical)



Quarter Page

## Payment Information

### Reservation

Submit completed form to MILD via fax at 517-708-7250, or mail to the MILD office. Checks should be payable to Michigan Institute of Laundering and Drycleaning.

### Method

- Invoice  
 Check  
 Credit Card

Cancellations accepted only before space closing date.

### Credit Card Information

Visa  MasterCard  AmEx  Discover

Credit Card # \_\_\_\_\_

Expiration: \_\_\_\_\_ / \_\_\_\_\_ CVV Code: \_\_\_\_\_

Name on card: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

I agree. Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Michigan Institute of Laundering and Drycleaning (MILD) [www.mildmi.org](http://www.mildmi.org)  
 2123 University Park Drive, Suite 100, Okemos, MI 48864 | 877-390-6453 | fax 517-708-7250 | email  
[mbatora@mildmi.org](mailto:mbatora@mildmi.org)