



# MILD Advertising Agreement 2019

**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.

**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.

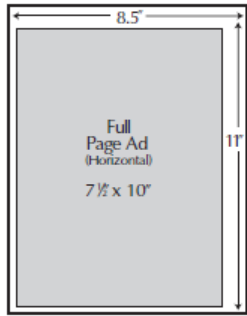
## Advertiser Information

Contact Name	
Title	
Company	
Street Address	
City, State, Zip	
Phone #	
Email	
Authorized Signature	

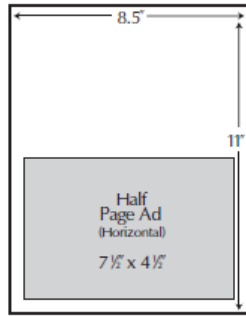
## 2019 Schedule

Issue	1 <sup>st</sup> Quarter	2 <sup>nd</sup> Quarter	3 <sup>rd</sup> Quarter	4 <sup>th</sup> Quarter	Total
Space Reservation & Materials Deadline	January 20	April 20	July 20	October 20	
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	
<b>Total Payment Amount</b>					

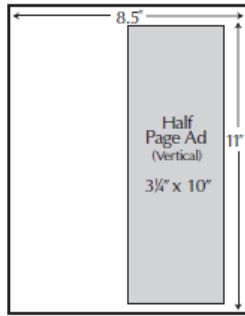
## Ad Sizes



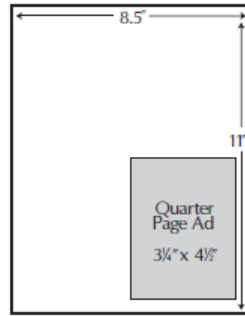
Full Page



Half Page (Horizontal)



Half Page (Vertical)



Quarter Page

## Payment Information

### Reservation

Submit completed form to MILD

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: \_\_\_\_\_

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