



2016 Roster Advertising Rates

Coding		Adcraft Print Price Grid		
Color	Black & White	Position	4C	BW
Sprd 4C	NA	Ins Front or Back	\$6,500	NA
Sprd 4C	Sprd BW	Spread	\$5,150	\$2,650
4CP	PBW	TOC	\$3,250	\$1,700
4CP	PBW	Pres. Msg.	\$3,250	\$1,700
4CP	PBW	BOD	\$3,250	\$1,700
4CP	PBW	Exec Com	\$3,250	\$1,700
4CP	PBW	Page	\$2,600	\$1,350
2/3 C	2/3 BW	2/3	\$2,000	\$930
1/2 C	1/2 BW	1/2	\$1,800	\$725
1/3 C	1/3 BW	1/3	\$1,600	\$525
1/4 C	1/4 BW	1/4	\$1,475	\$390

Ad placement is first come, first served.

All prices are net.

Inserts/Outserts: Pricing available

Publisher reserves right to charge for material modifications.

Material due: Friday, May 20, 2016

The Adcraft Club of Detroit
15 E. Kirby, Ste. 418
Detroit, MI 48202
313-872-7850

Insertion Order – 2016 Adcraft Roster

Please put us down for the following ad(s):

[PLEASE PRINT CLEARLY]

Buyer's Name: _____

Company: _____

Address: _____

Phone: (_____) _____ Fax: (_____) _____

E-mail: _____

Ad Coding: _____ **Orientation (horiz/vert):** _____ **Web:** _____

Special Instructions: _____

Buyer's Signature: _____ Date: _____

INVOICE TO (if different than above) Name _____

Ad Title / Order # _____

Company _____

Address _____

Phone _____

Email _____

IO, Materials, Inquiries: Melanie Davis, mdavis@adcraft.org