

2019 ADCRAFT ROSTER RATE CARD

WHY ADVERTISE IN THE ADCRAFT DETROIT ROSTER?

- The Roster, Adcraft’s annual printed member directory, gets your brand and message in front of 2,100+ advertising decision makers in metropolitan Detroit
- With a 12-month shelf life, The Roster is coveted by Adcraft members and is the most comprehensive contact list of Detroit marketing professionals in existence
- Advertising in The Roster is not only a smart business move, but also a great way to support the educational, professional development, networking and philanthropic activities of Adcraft Detroit, the oldest ad association in the country

SIZE	POSITION	RATE (net)
DOUBLE PAGE SPREAD	Inside front cover	\$6,000
	Inside back cover	
FULL PAGE	Standard spread	\$5,000
	Back cover	\$4,000
	Premium position (facing Table of Contents, President’s Message, Board of Directors, Officers)	\$3,500
HALF PAGE	Standard page	\$3,000
	Standard half page (horizontal)	Color: \$2,000 Black & white: \$1,000
MINI POWER AD	Standard	\$500

NEW IN 2019 – DIGITAL ADVERTISING NOW AVAILABLE ON THE ALL-NEW ADCRAFTDETROIT.COM!

PACKAGE	POSITION	RATE (net)
ROSTER PRINT AD + DIGITAL	Exclusive company spotlight with featured content on homepage for two weeks + scrolling sponsor logo with link to your site	\$1,000
DIGITAL ONLY OPTION	Exclusive company spotlight with featured content on homepage for two weeks + scrolling sponsor logo with link to your site	\$2,000

SPACE CLOSE: Friday, January 18, 2019
MATERIAL CLOSE: Friday, February 1, 2019

2019 ADCRAFT ROSTER AD SPECS

PUBLICATION SIZE: 6.25" X 9" PERFECT BOUND

AD SIZE	SPECS
DOUBLE PAGE SPREAD	12" x 9" (allow for a .75" gutter break) Add minimum .25" on all sides for bleed
FULL PAGE (NON-BLEED)	5.25" x 8.25"
FULL PAGE (BLEED)	6" x 9" 5.25" x 8.25" live area Add minimum .25" on all sides for bleed
HALF PAGE (HORIZONTAL, NON-BLEED ONLY)	5.25" x 4.25"
MINI POWER ADS (NON-BLEED ONLY)	2" x 2.5"

PRINT PRODUCTION SPECS

- Ad file should be sent as a high resolution (300 dpi) print ready PDF
- All photo art should be flattened and converted to CMYK
- All vector art should be saved as an EPS with all type converted to outlines
- LW files need to be 2400 resolution and CT files at 300 resolution
- Four-color solids should not exceed SWOP density of 280%
- Please provide contact information for ad provider
- Technical questions can be direct to Jim Nosakowski at jimn@bookerpage.com or 586.383.3723
- Email zipped ad file to Michelle Rossow (mrossow@adcrafft.org)

DIGITAL PRODUCTION SPECS

- Provide JPG logo file and URL to which we should link for scrolling sponsor feature
- Please send any content to be featured on www.adcrafftetroit.com company spotlight on Adcraft homepage to Michelle Rossow (mrossow@adcrafft.org)

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2019 ROSTER INSERTION ORDER

ADVERTISER	
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MEDIA BUYER	
Name:	
Company:	
Address:	
Phone:	
Email:	

DESIGNER/AD AGENCY	
Name:	
Company:	
Address:	
Phone:	
Email:	

AD SPECIFICATIONS	
New or Pickup:	
Size:	
Position:	
Rate:	
Special Instructions:	

Placement requests will be considered but are not guaranteed and are on a first-come, first-served basis; half-page and mini power ads are placed at the editor's discretion

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Delivery Instructions:

Please forward Insertion Order to Kathy Vargo (kathyontherocks@gmail.com)
Please forward Ad Materials to Michelle Rossow (mrossow@adcraft.org)