



Deliver High Impact Messages to Michigan's K-12 Leaders



The **MICHIGAN ASSOCIATION OF SCHOOL ADMINISTRATORS (MASA)** is the professional association for top-level school administrators who serve as CEOs for Michigan's public schools. MASA members include superintendents, assistant superintendents, and other top-level leaders in 584 school districts and 56 intermediate school districts.

The **MASA Leader** is the premier statewide publication where you are offered the opportunity to share information, feature innovative products or services, inspire education leaders, and mobilize them into action.

Why Should You Advertise with Us?

Gain direct access to K-12 and intermediate school district leaders throughout Michigan by advertising in the **MASA Leader**. MASA's members are the decision makers whose leadership keeps our public schools running day in and day out, and advertisers are the problem solvers who can help them get the job done efficiently, effectively, and on budget. Bringing advertisers and members together helps MASA deliver on the core values of service, leadership, collaboration, and excellence.

MASA's mission to develop leadership and unity within its membership to achieve the continuous improvement of public education guides the magazine content. MASA is committed to its core values of service, leadership, collaboration, and excellence, and these core values are driving themes for every issue of the **MASA Leader**. Editorial content also focuses on: school leadership at the CEO level; legislative initiatives; education policy; instructional leadership; integrating technology in education; and best practices.

The **MASA Leader's** dynamic new design is reader- and advertiser-friendly. Our updated look showcases our editorial content and our advertisers. In addition to the print magazine sent to all members, the **MASA Leader** is published electronically and available 24/7 at www.gomasa.org, extending the reach of your company online. Your ad is linked directly to your website for additional exposure to superintendents and educational leaders from other states as well.

Visibility

- Special placements, advertorials, and premium positions available. All advertisers will be listed alphabetically in our Index to Advertisers showing website and page number.
- Electronically on the Publications page of the association's website with your ad linked to your website.

Publication

- The **MASA Leader** magazine: 8 1/2" X 11" full-color, glossy stock, 3 times-a-year publication.



Advertising Contact:

Kathleen Pishotta, 352.371.4933 or kathleen@apogeepublications.com



Michigan Association of
School Administrators



LEADER

Rate Sheet

Premium Position Rates (Full-Color Only)

	1x	3x
Center Spread	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$1,600
OBC	<input type="checkbox"/> \$1,600	<input type="checkbox"/> \$1,300
IFC	<input type="checkbox"/> \$1,400	<input type="checkbox"/> \$1,150
IBC	<input type="checkbox"/> \$1,300	<input type="checkbox"/> \$1,050
Opposite IFC	<input type="checkbox"/> \$1,400	<input type="checkbox"/> \$1,150
Opposite TOC	<input type="checkbox"/> \$1,300	<input type="checkbox"/> \$1,050

Interior Rates (Full-Color)

Full Page	<input type="checkbox"/> \$1,200	<input type="checkbox"/> \$1,000
1/2 Page	<input type="checkbox"/> \$750	<input type="checkbox"/> \$600
1/3 Page	<input type="checkbox"/> \$600	<input type="checkbox"/> \$475
1/4 Page	<input type="checkbox"/> \$400	<input type="checkbox"/> \$325
1/8 Page	<input type="checkbox"/> \$300	<input type="checkbox"/> \$250

Inserts Tabbed into the Magazine

(Supplied to our mailhouse by the client) \$1,000

Issue Selection (Please select all that apply)

- Issue 1 (winter) _____ Issue 2 (spring) _____
year year
- Issue 3 (fall) _____
year

Advertiser Information

Company Name _____

Contact Name _____

Address _____

City _____

State _____

Zip Code _____

Phone _____

Website Address _____

Email _____

Advertising Agency _____

Agency Phone _____

Agency Fax _____

Advertisement Agreement with Apogee Publications

Payment

Credit Card (Circle one: VISA, MC, AMEX, DISCOVER)

Name on Card _____

Card # _____

Expiration Date _____

Company Check (please note arrival date: _____)

I agree that this form constitutes the acknowledgement of my order, and I agree to submit any cancellation prior to the closing date.

Signature _____

Advertising Cost

Total cost per insertion _____

Advertising Copy

Materials to be delivered on _____

Design services requested (fees apply) Yes No

Please return via toll-free fax: 866.572.3170

Checks payable and sent to: Apogee Publications
 6528 Greenleaf Ave., Ste.
 219 Whittier, CA 90601

Advertising Contact:

Kathleen Pishotta, 352.371.4933 or kathleen@apogeepublications.com



Production Guidelines

Mechanical Specifications

Full Page w/no bleed	7.375" x 9.875"
Full Page w/bleed	8.375" x 10.875"
1/2 Horizontal	7.375" x 4.583"
1/3 Horizontal	7.375" x 3.333"
1/3 Vertical	2.2917" x 9.875"
1/3 Square	4.833" x 4.583"
1/4 Horizontal	7.375" x 2.166"
1/4 Vertical	3.333" x 4.583"
1/8 Horizontal	3.333" x 2.166"
1/8 Vertical	2.166" x 3.333"

Submission Guidelines

Trim Size	8.375" x 10.875"
Bleed Size	8.625" x 11.125"
Resolution	.300 dpi

Color Format

This publication will be printed using CMYK colors. If a spot color is specified, every attempt will be made to match this color using a CMYK ink mix. It's also recommended the inclusion of an accurate color proof and/or separated laser proofs with artwork submission.

Preferred Format:

- High-resolution, press-optimized PDF
- All fonts & graphics embedded

Other Acceptable Formats:

- TIFF, EPS or Photoshop files: Must be able to open in Photoshop.
- EPS file format for vector images: Fonts should be converted to paths/outlines.
- Illustrator file formats: Fonts and images must be converted to paths/outlines and embedded.

Media Accepted:

- CD-ROMs
- Electronic files can be submitted as follows:
Upload your files through our FTP site located at www.apogeepublications.com.
User name: masauser **Password:** MASA789user (case sensitive)

Email your files to your sales representative for proofing purposes.

Overnight your artwork to:
Apogee Publications,
6528 Greenleaf Avenue, Suite 219
Whittier, CA 90601

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