

Senior Living & Housing Awareness Week 2010

Advertisement Rates & Sizes

Ads must be CAMERA READY:

Printable/high quality PDF files in BLACK INK ONLY.

Resolution 300 dots per inch.

Word Documents possible.

High quality Hard Copies possible: Add \$10 scanning fee.

All ads will be published one dark color ink on cream color paper.

All ads must fit the exact dimensions listed below. If you choose to have our printer's graphic designer modify the size, formatting and/or copy of your ad, an additional design fee will be charged at a rate of \$80 per hour.

Actual page size in program booklet is 5 ½" wide x 8 ½" high.

<u>Exact Ad Sizes</u>	<u>Rate</u>
Full page ad: 4.75 inches <i>wide</i> x 7.625 inches <i>tall</i>	\$680
Half page ad: 4.75 inches <i>wide</i> x 3.6875 inches <i>tall</i>	\$415
Quarter page ad: 2.25 inches <i>wide</i> x 3.6875 inches <i>tall</i>	\$270
Eighth page ad: 2.25 inches <i>wide</i> x 1.71875 inches <i>tall</i>	\$140

**Ads must be received with your registration and payment by:
Friday, November 20, 2009.**

If you have questions, please contact Laura Nathan, Event and Marketing Coordinator,
Phone: 734-998-9336, Email lnathan@umich.edu, Fax: 734-998-9340.