



LIVE Work SHOP

SHOP LOCAL LANSING is a local lifestyle magazine and website that strives to entertain and inform residents of The Greater Lansing Area with stories about local business, people and our community. This publication serves as a friendly resource to connect local businesses, people, places and ideas together as a united force working towards making Greater Lansing a better place to live, work and shop.

Focused on sharing inspirational stories, each issue highlights the “good” accomplished by community members, non-profits and businesses working together to better our capital city area.

OBJECTIVE

To produce an informative publication, video series and social media profile and smart phone app, that showcases the great things Lansing has to offer.
To create an informative gateway to connect our community with businesses and organizations.





AD RATES

Below you'll see the ad rate for 1 month, 3 months, 6 months, and 12 month commitments.

SIZE	1 MONTH	3 MONTH	6 MONTH	12 MONTH
COUPON	N/A	(\$100/mo) \$300	(\$90/mo) \$540	(\$80/mo) \$960
1/8 PAGE	\$225	(\$175/mo) \$525	(\$135/mo) \$810	(\$100/mo) \$1,200
1/4 PAGE	\$395	(\$325/mo) \$975	(\$275/mo) \$1,650	(\$225/mo) \$2,700
1/2 PAGE	\$695	(\$625/mo) \$1,875	(\$525/mo) \$3,150	(\$425/mo) \$5,100
FULL PAGE	\$1,195	(\$1,000/mo) \$3,000	(\$900/mo) \$5,400	(\$800/mo) \$9,600

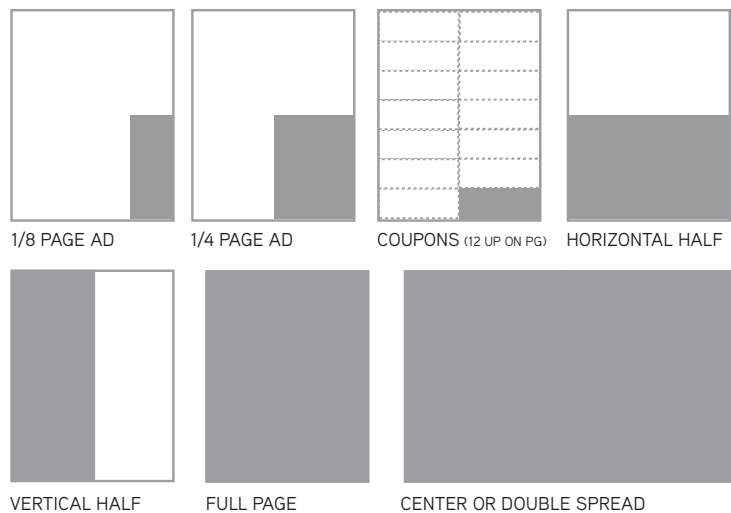
PRIME POSITION	\$1,495	(\$1,325/mo) \$3,975	(\$1,175/mo) \$7,050	(\$1,000/mo) \$12,000
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OPPOSITE TABLE OF CONTENTS
INSIDE FRONT OR INSIDE BACK
BACK COVER

You can supply to our ad specs or
we can design your ad for \$100.00
*Ad rates may change at any time.

SHOP LOCAL LANSING

Mid Michigan Interactive
1567 Cahill Dr.
East Lansing, Mi 48823
517.599.3543





SPEC SHEET

HELLO!

Thank for advertising with Shop Local Lansing! We are really excited you are going to be a part of this local magazine. If you requested a spec sheet, you are probably a graphic designer. Here is what we are looking for to maximize your advertisement.

If you have any questions drop us a line at sales@shoplocallansing.com, we will get back to you right away.

FILE SPECIFICATIONS:

All Supported Files:

Scans should be saved in CMYK, 300 dpi and in .EPS, .TIFF or .PDF format without compression.

Acceptable files:

InDesign CS3, Photoshop, .TIFF, .EPS, .JPG, .PDF (should provide proof for comparison)

Files with ink coverage (bleed) to the edges should have 1/8 inch bleed. Leave type and image safety margin of 1/4 inch from edge of finish size.

AD SIZES:

	Finish Size	Full Bleed
COUPON	4.25 X 1.375	
1/8 PAGE	2.125 X 5.5	
1/4 PAGE	4 X 5.25	
1/2 PAGE - vertical	11 X 4.25	11.25 X 4.365
1/2 PAGE - horizontal	8.5 X 5.375	8.75 X 5.5
1 PAGE	8.5 X 11	8.75 X 11.25
DOUBLE PAGE	17 X 11	17.25 X 11.25

Don't want to design your own ad? We can help!
Ask about the ad design service offered by Mid Michigan Interactive.

517.599.3543

sales@shoplocallansing.com



INSERTION ORDER



Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ Email _____

Contact Name _____

Authorized Signature _____ Date _____

AD SIZE

☐ COUPON ☐ 1/4 PAGE

☐ 1/2 PAGE ☐ 1/8 PAGE

☐ DOUBLE PAGE ☐ 1 PAGE

☐ PRIME POSITION
(based on availability)

AD DESIGN

☐ I will provide my own artwork

☐ Ad design service (\$100 and photo fees)

Advertising Agreement All advertising orders accepted by the publisher are subject to the terms and provisions of the current rate card. The previously run ad material will be used if new instructions are not received by the material deadline for the next scheduled insertion. The publisher reserves the right to reject any advertising, or to request alteration in content prior to publication. Advertisements are accepted and published upon the representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof. The agency and/or advertiser will indemnify and hold harmless from and against all loss or expense resulting from claims or suits based upon content or subject matter, including, without limitations, claims or suits for libel, violation of rights of privacy, plagiarism and copyright. The publisher shall have the right to hold advertiser and/or its agents jointly and severally liable for such monies as are due and payable to publisher for advertising that advertiser or its agent ordered and that was published.

Cancellation Policy It is agreed between the parties to this contract that a cancellation will be accepted once the publisher has received written notice from the advertiser prior to the appropriate closing date; and that cancellation on the part of the advertiser shall forfeit his right to contract rate; the rate to be adjusted on past and subsequent insertions will conform with the actual space used at the rate specified.

Payment All payments must be received by due date to qualify for applicable discounts. Payments are due on the 15th of the month prior to going to print. For example, October publication due date is August 15th. Accounts paid late will forfeit discount rates and standard rates will apply. Any other payment arrangements must be made in writing between the publisher and advertisers. Accounts paid after due date will forfeit ad spaces, discounts, and standard pricing will apply moving forward.

MONTHS

Jan ☐ Feb ☐ Mar ☐ Apr ☐ May ☐ Jun ☐
Jul ☐ Aug ☐ Sept ☐ Oct ☐ Nov ☐ Dec ☐

AD PUBLICATION DATE | Ad Payment & Closing Date

Payment & Print Ready Design due 6 weeks prior to publication on the 15th of month.



FULL YEAR ☐

Publication will be produced monthly, printed in full-color, magazine quality paper, and published online.

PAYMENT TERMS

Check Number or Name on Credit Card Credit

Card Number

Exp. Date

Code

Please make checks payable to:

Mid Michigan Interactive

Accounts paid with a credit card will be charged a 2% processing fee. Checks with insufficient funds will incur a \$50 processing fee.

I agree to the terms of this contract:

Name

Date

