



American Academy of Pediatrics

DEDICATED TO THE HEALTH OF ALL CHILDREN™

Michigan Chapter



Newsletter Advertising

CIRCULATION

The Michigan Pediatric Update is circulated to about 1600 members of the Michigan Chapter.

FREQUENCY OF PUBLICATION

The Michigan Pediatric Update is a quarterly publication. The newsletter is scheduled to go out in March, June, September and December, though that may vary slightly. You may contact our office with more specific questions.

CLOSING DATES FOR SPACE

The deadlines for advertising are March 1, May 1, August 1, and November 1.

DISPLAY ADVERTISING RATES

	Width by Height	B/W	Color
Back Cover*	7.5" by 10"	\$1100	\$1400
One page	7.5" by 10"	\$900	\$1100
1/2 page	7.5" by 5"	\$500	\$600
1/4 page	3.75" by 5"	\$300	\$350
1/8 page	3.75" by 2.5"	\$175	\$200

***Receive a 15% discount by reserving space in two or more issues and remitting payment by March 1, 2012**

*Back cover is available on a first come, first served basis.

Please contact Angela if you have any questions regarding ad specs or if you would like to run a custom sized ad.

SIZE AND PRINTING METHOD

The Michigan Pediatric Update is 8 1/2" by 11" in size. It is printed on coated paper and generally runs between 12 to 20 pages. Only camera ready advertising is accepted. No bleeds.

Please circle the issues you would like to advertise in as well as page size and color or black and white. You may calculate the price and include payment or we are happy to invoice you.

March 2012
 1 1/2 1/4 1/8
 (B/W) Color

June 2012
 1 1/2 1/4 1/8
 B/W Color

September 2012
 1 1/2 1/4 1/8
 B/W Color

December 2012
 1 1/2 1/4 1/8
 B/W Color

CONTACT INFORMATION

Company / Organization Name: _____

Address: _____

Fax Number: _____ Phone Number: _____

Name of *Authorized Person* to whom ALL correspondence will be sent: _____

Address (if different from above): _____

Fax Number: _____ Phone Number: _____

Email: _____

Method of Payment: Check—Payable to Michigan Chapter, AAP **OR** Paypal *

*If paying by Paypal please provide us with the email address you would like us to invoice: _____

Signature of AUTHORIZED company representative: _____ Date: _____

ACCEPTABILITY OF ADVERTISING: All products and/or services to be considered for advertising must be related to, effective in, or useful for the practice of medicine and more specifically the specialty of pediatrics. All drugs, instruments, and equipment must be approved by the Food and Drug Administration and the advertisements must conform to all federal regulations. MIAAP does not claim any responsibility for the contents of advertising and the acceptance of advertising does not in any way constitute endorsement or approval by the Chapter or the Academy of a product, service, or company. The Michigan Chapter, American Academy of Pediatrics reserves the right to reject or cancel any advertising. All advertising copy is subject to approval by the editor.

PLEASE SUBMIT COMPLETED FORM TO:

112 E. Allegan, Ste. 800, Lansing, MI 48933 or angela.clock@miaap.org