

THE MIDLAND CHEMIST

ADVERTISING RATES

Ad size	Half-year rate (four issues)	Full-year rate (eight issues)	One issue
Full page	\$770.00	\$1,280.00	\$210.00
Half page	\$540.00	\$896.00	\$150.00
Quarter page	\$380.00	\$640.00	\$110.00

Art Work:	Camera-ready, black and white art work or high-resolution electronic file should be submitted by the advertiser. The advertiser can also work with the editor of <i>The Midland Chemist</i> to set up the art work. Any additional set up and requested art work charges will be the responsibility of the advertiser.
Discounts:	Contracts for a full year receive a 20% discount.
Circulation:	950
Ad Size:	FULL PAGE is 7.5 in. by 4.5 in. FRACTIONAL PAGE ads are reduced proportionally. QUARTER PAGE ads can be either vertical or horizontal.
Full Year Contract:	Eight issues

Please address advertising correspondence to:

Ann F. Birch
Editor - *The Midland Chemist*
Editech
1801 W. Manitou Trail
Midland, Michigan 48640-8003
(989) 832-7485
ann.birch@editech-mi.com

THE MIDLAND CHEMIST

ADVERTISING CONTRACT

We would like to order an advertisement in *The Midland Chemist* during the year 2005.

(Please check the ad size and publication frequency from the choices below.)

	Ad size	Number of issues	Prepayment
<input type="checkbox"/>	Full page	8 (full-year)	\$1,280.00
<input type="checkbox"/>	Half page	8 (full-year)	\$896.00
<input type="checkbox"/>	Quarter page	8 (full-year)	\$640.00
<input type="checkbox"/>	Full page	4 (half-year)	\$770.00
<input type="checkbox"/>	Half page	4 (half-year)	\$540.00
<input type="checkbox"/>	Quarter page	4 (half-year)	\$380.00
<input type="checkbox"/>	Full page	1	\$210.00
<input type="checkbox"/>	Half page	1	\$150.00
<input type="checkbox"/>	Quarter page	1	\$110.00

Contact:

Firm:

Address:

Date: _____ Signature: _____

If possible, camera-ready, black and white art-work or high-resolution electronic file should be provided by the advertiser. The advertiser can also work with the editor of *The Midland Chemist* to set up the art work. Any additional set-up and requested art-work charges will be passed on to the advertiser.

Please make checks payable to : **ACS Midland Section.**

Address any advertising correspondence to :

Ann F. Birch

Editor - *The Midland Chemist*

Editech

1801 W. Manitou Trail

Midland, Michigan 48640-8003

(989) 832-7485

ann.birch@editech-mi.com