

Take advantage of yearlong interactive benefits through the **michiganpreserves.org** website, which will allow you to extend your access to a growing market in a medium that can be updated all year long.

Everyone who purchased an ad in the printed booklet is eligible for a listing on the website, with the option of a reciprocal link to the advertiser's website. All complimentary listings will correspond to paid print advertising. Additional listings on the website beyond those included in the Diver's Guide booklet are priced below. Follow instructions in this form to submit information and art files.

Print out this form and fax it, completed, to 269-226-9494. Please use a separate form for each ad or listing.

Advertiser: _____

Address: _____

Contact person: _____ Phone: _____

Email: _____ Fax: _____

Signature: _____ Date: _____

ADVERTISING RATES (*Check desired size*):

Display ad JPEG or GIF 300 x 300 (1 col. sq.)

\$200.00/per spot/calendar year

Display ad JPEG or GIF 300 x200 (1 col. 10 lines)

\$150.00/per spot/calendar year

Display ad JPEG or GIF 300 x 100 (1 col. 5 lines)

\$100.00/per spot/calendar year

Text only—15 lines

\$150.00/per spot/calendar year

Text only—10 lines

\$100.00/per spot/calendar year

Text only—5 lines

\$50.00/per spot/calendar year

Desired Preserve Location(s):

Rates apply to web-ready graphics or text in word processed or emailed form. Add \$25.00 for text entry or \$50.00 for ad layout if desired.

Ad space charge: _____

Layout charge (\$50.00) _____

Text charge (\$25.00) _____

TOTAL _____

Send payment with a copy of this contract to:

MUPC Diver's Guide/Web ads

12424 Sleeper St.

Grand Haven, MI 49417

Your ad will be placed after payment is confirmed.

Questions/further instructions:

jan@jrunderhill.com