



2008 Membership Directory & Buyers' Guide



Don't miss your chance to offset the high cost of direct sales calls!

PIM Members can advertise their product or service in PIM'S *2008 Membership Directory & Buyers' Guide*.

Use the attached advertising form, or call Linda at **248-354-9200**.

Advertising Rates (B/W)

Full page (7.5 x 10" or 8.5 x 11" with bleed)	\$995.00
1/2 page (7.5 x 5" horizontal)	750.00
1/4 page (3.5x5" vertical)	475.00
Member listing in PIM Blue (PMS 300)	40.00
3.5 x 3.5" 4-color ad next to name in member listing	350.00
Inside back cover	add 10%
Inside front cover	add 15%
Other guaranteed position	add 10%
Inserts	rates on request

20% discount

on full page, 1/2 page and 1/4 page. Black and white only.

Color

Four-Color	add 750.00
Spot Color	add \$350.00 per ink

Total cost of full-page four-color ad \$1,245.00

Total cost of 1/2 page four-color ad..... \$950.00

File Requirements

The *Membership Directory & Buyers' Guide* is offset printed with 175 dpi line screen. Please supply a high-resolution press-ready PDF file. Typesetting and other production work, if needed, will be billed at additional cost. Professional copy and layout services are also available — please ask for a quote.

Deadline: May 15, 2008

Advertising Order Form

Publish the advertising indicated below in PIM's 2008 Membership Directory and Buyers' Guide. Advertiser will furnish disk or CD with proof by May 15, 2008. Space to be released if copy is not furnished by closing date.

Advertiser:

PIM Member _____

Address _____

City/State/Zip _____

Phone _____

Authorized by:

Name/Title _____

Signature _____

Date: _____

Ad Size(s):

- 3-1/2" 4/C ad next to your listing
 Full page 1/2 page 1/4 page
 Member listing in PIM blue

Guaranteed Placement:

- Inside front cover (full page only)
 Inside back cover (full page only)
 Other (please specify) _____

Color:

- Four-color PMS color(s), specify # _____

- File enclosed File sent separately
 Payment enclosed Please invoice

Fax or mail this form by May 15, 2008

Printing Industries of Michigan, Inc.

23815 Northwestern Hwy., Suite 2700

Southfield, MI 48075-7738

Phone: (248) 354-9200 • Fax: (248) 354-1711