

Advertise to your target market for a full year with Michigan Design Center's 2024 Directory



Space Reservation
Deadline:
October 5, 2023

Publication/
Distribution Date:
January 2024

- Showcase your products and services directly to an exclusive audience of interior designers, decorators, builders, architects, and contract specifiers.
- Directory is mailed in January 2024 to every registered member on MDC's exclusive trade database and is distributed throughout the year to newly registered members.
- MDC's Directory has a shelf life of more than one year and is the premier source for showroom listings, as well as manufacturer and product searches for the design trades.

Due Dates & Submission Specifications

MICHIGAN DESIGN CENTER | 1700 STUTZ DRIVE | TROY, MI 48084 | michigandesign.com

RESERVATION DEADLINE	THURSDAY, OCTOBER 5, 2023
ARTWORK DUE	THURSDAY, OCTOBER 26, 2023
SIZE	COVER TRIM SIZE: 5.875" w x 8.75" h INTERIOR TRIM SIZE: 5.625" w x 8.75" h BLEED SIZE: add .125" to all sides (cover: 6.125" w x 9" h, interior: 5.875" w x 9" h) LIVE AREA: .375" margin on top & bottom, .5" margin on sides
MEDIA ACCEPTED	CD, DVD, OR FLASH DRIVE. Label with company name, ad size(s), and issue date. Media will not be returned.
DIGITAL FILE SUBMISSION	PLEASE EMAIL PDF FILE TO BARB@MICHIGANDESIGN.COM. If your pdf file is too large to email, please use an online ftp service like hightail.com , box.com , or wetransfer.com , or send it via U.S. Postal Service on a CD, DVD, or flash drive.
FILE FORMAT	PDF/X-1A (PREFERRED) OR INDESIGN 2023 (MAC). PDFs must include bleed (if applicable) and crop marks. InDesign files must include bleed (if applicable), all images, and fonts. Macintosh formatted media and files only. Windows media and files will not be accepted.
GENERAL GUIDELINES	ALL PHOTOS IN CMYK AT A MINIMUM OF 300 DPI AND PLACED AT 100% FINAL SIZE. No PMS, Spot Colors, or RGB images will be accepted.
PROOFS	FOR EACH AD, PLEASE PROVIDE A QUALITY COLOR PROOF, MATCHING SWOP STANDARDS, WITH CROP MARKS AT 100% SIZE. Proof should be made from final supplied file. Acceptable brand proofs include: Kodak Approval, Epson Colorburst, Fuji Final Proof, Agfa Sherpa. If you choose not to supply a proof, we cannot guarantee accurate color matching.
QUESTIONS	PLEASE EMAIL TECHNICAL QUESTIONS TO BARB@MICHIGANDESIGN.COM. For all other questions regarding your ad submission, please contact Emily McDonald at 248.649.4772 or email emcdonald@michigandesign.com .
SEND CD, DVD, OR FLASH DRIVE TO	MICHIGAN DESIGN CENTER MDC Directory 1700 Stutz Drive, Suite 25 Troy, Michigan 48084

2024 MICHIGAN DESIGN CENTER DIRECTORY

AD PRODUCTION

I will supply camera-ready art no later than 10/26/23. I understand if my files do not meet the submission requirements, I will be notified and billed at the rate of \$50 per hour for the appropriate changes.

I will require ad production and have checked the services needed below. I understand that full payment is required before ad work will begin and my images and all information are due by 10/5/23

Ad Design \$135

SPECIFICATIONS

COVER TRIM: 5.875" w x 8.75" h

INTERIOR TRIM: 5.625" w x 8.75" h

BLEED: add .125" to all four sides

LIVE AREA: .375" margin top & bottom, .5" margin on both sides

Important: Use Trim size for document size. Final output must include Bleed. All text and logos must fall within the Live Area.

ACCEPTABLE FORMATS:

PDF/X-1a (preferred) • InDesign 2023

ACCEPTABLE MEDIA: CD, DVD, flash, or email pdf to barb@michigandesign.com.

AD REQUIREMENT QUESTIONS:

Contact Barb Cameron at 248.649.4772 or barb@michigandesign.com.

If files do not meet these specifications you will be notified and billed at the rate of \$50 per hour.

Make check payable to:
MICHIGAN DESIGN CENTER

Mail:
MICHIGAN DESIGN CENTER
MDC DIRECTORY
1700 STUTZ DRIVE, SUITE 25
TROY, MI 48084

Fax:
248.649.1224

Email:
emcdonald@michigandesign.com

DEADLINES

Space reservation: **October 5, 2023** | Print-ready artwork due: **October 26, 2023**

RATES

AD TYPE	AVAILABILITY	COST
Interior Full Page ____ No. of Interior Full Pages	open	\$979*
Outside Back Cover (trim: 5.875" x 8.75")	1	\$1,800
Inside Back Cover (trim: 5.875" x 8.75")	1	\$1,500
Inside Front Cover (trim: 5.875" x 8.75")	1	\$1,600
Premium Interior Page One (trim: 5.625" x 8.75")	1	\$1,500

AD RATE: _____

AD DESIGN (+ \$135): _____

TOTAL: _____

*All ad pages are offered on a first-come, first-served basis after first right of refusal is offered to existing advertisers. All rates are net.

ADVERTISER INFORMATION

COMPANY: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ EMAIL: _____

BILLING ADDRESS (if different from above): _____

AD CONTACT: _____

AD AUTHORIZED BY: _____

PAYMENT METHOD

CHECK **CREDIT CARD** (select one): Visa MasterCard AmEx

CARD NUMBER: _____ EXP. DATE: _____

NAME ON CARD: _____

BILLING ADDRESS (if different from above): _____

CITY: _____ STATE: _____ ZIP: _____

BILLING EMAIL (required): _____

The undersigned advertiser agrees to purchase aforementioned advertisements at specified prices and to be bound by the terms and conditions of this agreement, which the undersigned acknowledges receipt of by signing below. Advertiser understands that if full payment is not received by the space reservation deadline of **October 5, 2023**, their advertisement will not be included in this publication. Furthermore, advertiser agrees to pay any necessary production charges per the applicable rate card if materials are not received print-ready.

SIGNATURE: _____ TITLE: _____ DATE: _____

TERMS: Full payment is required at time of order. Cancellations must be received, in writing, prior to space reservation deadline. Advertiser is responsible for all ad production charges that occur due to failure to submit files that do not meet the submission requirements.