

# Advertise to your target market for a full year with Michigan Design Center's 2025 Directory



Space Reservation  
Deadline:  
October 3, 2024

Publication/  
Distribution Date:  
January 2025

- Showcase your products and services directly to an exclusive audience of interior designers, decorators, builders, architects, and contract specifiers.
- Directory is mailed in January 2025 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](http://michigandesign.com)

<b>RESERVATION DEADLINE</b>	<b>THURSDAY, OCTOBER 3, 2024</b>
<b>ARTWORK DUE</b>	<b>THURSDAY, OCTOBER 24, 2024</b>
<b>SIZE</b>	<b>COVER TRIM SIZE: 5.875" w x 8.75" h</b> <b>INTERIOR TRIM SIZE: 5.625" w x 8.75" h</b> <b>BLEED SIZE: add .125" to all sides (cover: 6.125" w x 9" h, interior: 5.875" w x 9" h)</b> <b>LIVE AREA: .375" margin on top &amp; bottom, .5" margin on sides</b>
<b>MEDIA ACCEPTED</b>	<b>CD, DVD, OR FLASH DRIVE.</b> Label with company name, ad size(s), and issue date. Media will not be returned.
<b>DIGITAL FILE SUBMISSION</b>	<b>PLEASE EMAIL PDF FILE TO <a href="mailto:BARB@MICHIGANDESIGN.COM">BARB@MICHIGANDESIGN.COM</a>.</b> If your pdf file is too large to email, please use an online ftp service like <a href="http://hightail.com">hightail.com</a> , <a href="http://box.com">box.com</a> , or <a href="http://wettransfer.com">wettransfer.com</a> , or send it via U.S. Postal Service on a CD, DVD, or flash drive.
<b>FILE FORMAT</b>	<b>PDF/X-1A (PREFERRED) OR INDESIGN 2024 (MAC).</b> 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.
<b>GENERAL GUIDELINES</b>	<b>ALL PHOTOS IN CMYK AT A MINIMUM OF 300 DPI AND PLACED AT 100% FINAL SIZE.</b> No PMS, Spot Colors, or RGB images will be accepted.
<b>PROOFS</b>	<b>FOR EACH AD, PLEASE PROVIDE A QUALITY COLOR PROOF, MATCHING SWOP STANDARDS, WITH CROP MARKS AT 100% SIZE.</b> 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.
<b>QUESTIONS</b>	<b>PLEASE EMAIL TECHNICAL QUESTIONS TO <a href="mailto:BARB@MICHIGANDESIGN.COM">BARB@MICHIGANDESIGN.COM</a>.</b> For all other questions regarding your ad submission, please contact Emily McDonald at <b>248.649.4772</b> or email <a href="mailto:emcdonald@michigandesign.com">emcdonald@michigandesign.com</a> .
<b>SEND CD, DVD, OR FLASH DRIVE TO</b>	<b>MICHIGAN DESIGN CENTER</b> MDC Directory 1700 Stutz Drive, Suite 25 Troy, Michigan 48084

# 2025 MICHIGAN DESIGN CENTER DIRECTORY

## AD PRODUCTION

I will supply camera-ready art no later than 10/24/24. 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 10/3/24

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 2024

**ACCEPTABLE MEDIA:** CD, DVD, flash, or email pdf to [barb@michigandesign.com](mailto:barb@michigandesign.com).

**AD REQUIREMENT QUESTIONS:**

Contact Barb Cameron at 248.649.4772 or [barb@michigandesign.com](mailto: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:**  
248.940.5931

**Email:**  
[emcdonald@michigandesign.com](mailto:emcdonald@michigandesign.com)

## DEADLINES

Space reservation: **October 3, 2024** | Print-ready artwork due: **October 24, 2024**

## 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 Information Tab – Page 1 (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 3, 2024**, 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.