

Advertising Rate Card for

MICHIGAN HISTORY for kids

Aimed at children in third and fourth grades, where state history is taught in Michigan's schools, *Michigan History for Kids* goes beyond the textbooks, exploring the history and heritage of all Michigan's peoples. Each issue brings to life a different part of our state's past and features stories about the diverse people, places, and events that have impacted Michigan over time.

The magazine thoroughly integrates Michigan's Grade Level Content Expectations and other emerging standards into its many stories, information, and activities. To align with the school year, the magazine is published bimonthly, minus the two major summer months when there are no classes.

Advertiser Guidelines

- Ads must be kid-focused and age-appropriate for our audience.
- Products advertised must demonstrate educational value.
- Each ad will be evaluated on a case-by-case basis by the Editorial Committee. Only approved ads will be published.
- Advertising space is limited. Ads will be treated on a first-come, first-served basis.

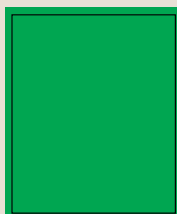
Rates

	Number of insertions	
	1-2	3-5
Full-Page	\$1,000	\$850
1/2-Page	650	550
All prices are per insertion.		

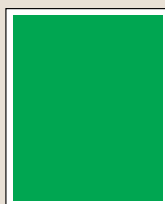
Deadlines

Issue	Space Close	Materials Needed	Release Date
May/June 2016	1/8	1/15	4/15
Sep/Oct 2016	5/8	5/15	8/15
Nov/Dec 2016	7/8	7/15	10/15
Jan/Feb 2017	9/8	9/15	12/15
Mar/Apr 2017	11/8	11/15	2/15
May/June 2017	1/8	1/15	4/15

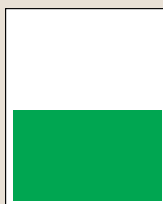
Size Requirements



Full-Page
(with bleeds)
8.875" w x 11.375" h
Trim: 8.375" w x 10.875" h



Full-Page
(no bleeds)
7.375" w x 9.875" h



1/2-Page
7.375" w x 4.813" h

Artwork Requirements

- Michigan History for Kids* is produced in Adobe InDesign.
- Artwork must be in CMYK or gray scale with images at 300 dpi or higher.
- Please submit your artwork as a high-resolution, print-ready PDF or jpg.
- File transfer media: DVD, CD, thumb-drive, or e-mail (files less than 5 MB).

Advertising Agreement and Insertion Order

Terms of Service

- All advertisements and orders are subject to approval. The Historical Society of Michigan (HSM) reserves the right to reject any advertising without cause or prior notice. Appearance of ads in HSM publications does not constitute endorsement of the advertiser, its products, or its services. HSM reserves the right to edit advertisements when necessary.
- All orders accepted by HSM for *Michigan History for Kids* are subject to the terms and provisions of the current rate card.
- It is agreed between the parties of this agreement that a cancellation will be accepted once HSM has received written notice from the advertiser prior to the appropriate closing date.
- A tear sheet will be sent to the advertiser after the issue has been published. HSM is not responsible for any financial costs advertisers may incur as a result of advertiser error.
- The advertiser may change materials with any insertion but authorizes the previous advertisement to be repeated if new materials are not furnished by the issue closing date. All advertising changes must be made in writing.
- The liability of HSM for inadvertently failing to publish an advertisement in the issue specified will be limited to publishing the advertisement in a subsequent issue at the printed rate less 10 percent.
- Claims for adjustment due to error must be made within 30 days of release date.
- Ads are invoiced or charged after publication. Invoice terms: net 30. Make checks payable to the Historical Society of Michigan or charge to American Express, Discover, MasterCard, or Visa.
- Advertisers who have not paid for an insertion within 45 days of the invoice date will be subject to a suspension of the remaining insertions on their contract. Advertisers will be charged a 1.5% interest charge per month on invoices not paid within 60 days.

COMPANY NAME			
CONTACT NAME		TITLE	
ADDRESS		E-MAIL	
CITY, STATE, ZIP			PHONE ()

I have read and agree to the Terms of Service

SIGNATURE	DATE
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Michigan History for Kids

- May/June 2016 Size _____ Rate _____
- Sep/Oct 2016 Size _____ Rate _____
- Nov/Dec 2016 Size _____ Rate _____
- Jan/Feb 2017 Size _____ Rate _____
- Mar/Apr 2017 Size _____ Rate _____
- May/June 2017 Size _____ Rate _____

Total _____

CREDIT CARD NUMBER	EXP. DATE	SECURITY CODE	PAYMENT METHOD <input type="checkbox"/> Check enclosed <input type="checkbox"/> Please invoice <input type="checkbox"/> Credit card
SIGNATURE		BILLING ZIP CODE	

Submit insertion orders and ad materials to:
Historical Society of Michigan • 5815 Executive Drive • Lansing, MI 48911
Phone: (517) 332-1828 • Fax: (517) 324-4370 • advertising@hsmichigan.org