



**Mid-America
Equipment
Retailers
Association**

Mid-America Equipment Retailers Association

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FACT SHEET:

THE PINION NEWSLETTER and MEMBERSHIP DIRECTORY

Excellent Advertising Values

The *Pinion* newsletter and the *MAERA Membership Directory* are excellent vehicles to make your services and/or products visible to the leading retailers in lawn & garden, agricultural, and industrial equipment in Indiana and Kentucky. Circulation goes to power equipment retailers and to suppliers from whom they buy – nearly 400 bonafide industry contacts in all. *The Pinion* newsletter is published on a non-scheduled bi-monthly basis; the *Membership Directory*, annually. In addition, one mailing to non-members is typically made every year. Using these publications can maximize your return on advertising investment.

Advertising Rates: Newsletters and Directory

Rates are based on the submission of electronic ad material.

| Size | 1 time | 3 times | 7 times |
|--------------------|----------|----------|----------|
| Outside Back Cover | \$550.00 | \$495.00 | \$440.00 |
| Inside Cover | \$495.00 | 445.50 | 396.00 |
| Full page | \$410.00 | 369.00 | 328.00 |
| Half page | \$330.00 | 297.00 | 264.00 |
| Quarter page | \$295.00 | 265.50 | 236.00 |

Multiple ad insertions must be published in a 12-month period. Discounts not applicable to material charges. May include Membership Directory – at same insertion rates.

Additional Charges

Rates for *Pinion* newsletter ads include free standard CMYK. Color for Membership Directory ads is \$200 additional. Composition is charged at MAERA's cost.

Discounts

No agency commissions are allowed.

Format

Members have their choice of receiving the newsletter electronically as a PDF or as a printed version. Printed newsletters are produced on 11" x 17" paper, saddle stapled, and folded. All members receive a printed Membership Directory which is printed on 8½" x 11" paper with GBC binding.

Ad Format

- Full page: 7½" wide x 10"; no edge-bleeds are permitted.
- Half page: 7½" wide x 5" or 3¾" x 10"; no edge-bleeds are permitted.
- Quarter page: 3¾" wide x 5"; no edge-bleeds are permitted.

Material Requirements

Color laser printing is used in production.

PREFERRED: Digital files, saved as PDF, TIFF, or in native applications: InDesign, PageMaker or Freehand. Include all screen and printer fonts, and all linked files (.eps, .tif).

COLOR: Standard CMYK. Must be submitted as digital files, 300dpi resolution.

Closing date

Advertising material must be received by the 10th of the month prior to publication date. Standard newsletter publication dates are: January, March, May, July, September, and November. The Membership Directory is usually published in May.

Contract Copy Regulations

Copy Acceptance—Publisher reserves the right to reject any advertising.

Advertising Responsibility—Advertisements are accepted and published upon the representations that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof.

The agency and/or advertiser will indemnify and hold harmless the publisher from any loss or expense resulting from claims or suits based upon the contents of any advertisement, including claims or suits for defamation, libel, violation of right to privacy, plagiarism or copyright infringement.

Association Contact

For more information or to reserve your space, contact Dennis Alford in the Association office, or email dalford@amgllcusa.com. We will be happy to help you take advantage of these benefits. Copy must be received in our office by the closing date.