

Propane Journal

2023 Rate Sheet



Michigan Propane Journal is the official magazine of The Michigan Propane Gas Association (MPGA). MPGA is a trade and membership source organization that represents propane marketers throughout the state. Our mission is to promote the proper handling and use of propane, to work for a favorable environment for propane distribution and marketing, and to increase its application by demonstrating propane's value as a clean energy source. MPGA is an affiliate of The National Propane Gas Association.

Michigan Propane Journal is mailed semi-annually to all intrastate and multi-state marketers throughout Michigan as well as associate, individual, and honorary members. The publication reaches the desks of over 600 propane professionals throughout the state of Michigan, with a total circulation of over 1,500. A publication archive is also posted on the MPGA website at mipga.org. All editorial and advertising is subject to publisher approval and space availability. MPGA reserves the right to refuse any ad that they consider inappropriate and does not hold to the standards and principals of the Association.

EDITORIAL SUBMISSIONS

Michigan Propane Journal accepts unsolicited manuscripts but reserves the right to edit due to space limitations. Opinions expressed by guest writers do not necessarily reflect the views of MPGA. Editorial submissions must be typewritten and sent via email to derek@kdafirm.com.

PAYMENT

Invoices are prepared following the publication of the magazine. Payment is due within 30 days from date of invoice. To be eligible for the 2x rate, ads must be paid in advance for the year.

2023 CLOSING DATES

ISSUE	SPACE	ARTWORK	MAIL
Spring/Summer	March 15	March 30	April
Fall/Winter	September 1	September 15	October

PRODUCTION SPECS

Michigan Propane Journal is offset printed on 80# gloss enamel stock, four-color process using 175-line screen. PMS colors not accepted and will be converted to four-color process. Color ads must be sent in process color: cyan, magenta, yellow and black (CMYK). Trim size is 8.5"x11". Bleeds may be included on full page ads and must extend at least 1/8 of an inch beyond the trim size on all four sides. Live copy should be kept at least 1/2" from trim edge. Magazine is saddle-stitched.

DIGITAL REQUIREMENTS

We accept files via WeTransfer, Dropbox or email. All linked graphics and fonts must be collected for output and included with submission. Files should be sent to melissa@kdafirm.com.



ACCEPTED FILE FORMATS

- PDF files with fonts embedded and raster images at 300 dpi
- Adobe Illustrator EPS with fonts converted to outlines and raster images at 300 dpi, include linked images
- Adobe PhotoShop TIFF, JPEG or EPS (300 dpi)
- Adobe InDesign with all fonts and linked images included

MPGA MEMBER AD RATES

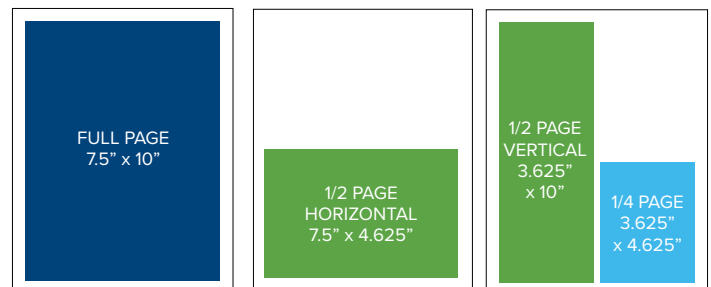
	1X	2X (prepay only)
Cover Position	N/A	\$1,190
Full Page	\$525	\$997.50
1/2 Page	\$350	\$665
1/4 Page	\$262.50	\$498.75

NON-MEMBER AD RATES

	1X	2X (prepay only)
Cover Position	\$N/A	\$1,700
Full Page	\$750	\$1,425
1/2 Page	\$500	\$950
1/4 Page	\$375	\$712.50

AD DIMENSIONS

	WIDTH	HEIGHT
Full Page	7.5"	10"
1/2 Page Horizontal	7.5"	4.625"
1/2 Page Vertical	3.625"	10"
1/4 Page Vertical	3.625"	4.625"



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