

# Display Advertising Order

## Midland Prime Times

*Published by Senior Services, Midland County Council on Aging*

Date \_\_\_\_\_

Advertiser \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zip Code \_\_\_\_\_ Phone \_\_\_\_\_

Email \_\_\_\_\_

Standard Ad

Size: \_\_\_\_\_ col. x \_\_\_\_\_ inches

Month(s) of Publication \_\_\_\_\_

*Run 3 months in same calendar year for 5% discount.*

Sponsorship *Must have approval from Editor*

Ad Size: 3 col. x 8½ inches. Actual: 9½" x 8½"

Months of Publication \_\_\_\_\_

*Must run 3 consecutive months.*

Camera-ready ad enclosed. Send camera-ready art to: Midland Prime Times; Senior Services; 4700 Dublin Ave.; Midland, MI 48642 or email to: adavid@mcoa.org. Editor's phone: 989-633-3744.

Ad layout requested. There is a one-time design fee of \$20.  
Design will be emailed to advertiser for approval.  Ad copy attached.

### Important Advertising Information

• **Advertising deadline is the 8th of each month.**

- Advertiser will be billed after the advertisement is run and balance is due upon receipt.
- Cancellations must be made in writing and are not accepted after layout is completed.
- Positioning is determined by publisher.
- Due to postal regulations for nonprofit mailing, advertisements cannot be accepted for travel, insurance, political or financial instruments. Some additional requirements may limit what we can accept.

### Publisher's Protective Clause

Advertisers assume liability for all content of advertisement printed and also assume responsibility of any claims thereof against the publisher. Publisher reserves right to accept or reject any ad. Publisher assumes no liability if, for any reason, it becomes necessary to omit an advertisement. Publisher reserves the right to insert the word advertisement on any copy that may look like an editorial. All advertisements must be clearly identified by a trademark or signature of the advertiser.



**SENIOR SERVICES**

Embrace Your Age

4700 Dublin Ave. • Midland, MI 48642 • 989-835-3700