



# MPCA Advertising Terms, Conditions, Rates

## **MPCA e-Update Profile**

The *MPCA e-Update* is the official e-bulletin of Michigan Primary Care Association (MPCA), whose mission is to promote, support, and develop comprehensive, accessible, and affordable community-based primary health care services to everyone in Michigan. The *MPCA e-Update* is a full-color bulletin that is e-mailed weekly as a membership service to Michigan Community Health Center health professionals, executive leadership, staff, and board members. It is also distributed free of charge to other interested subscribers.

Because it is free, MPCA is rapidly reaching a wide range of readers in excess of 650 individuals directly on a weekly basis. When you advertise your product or service in the *MPCA e-Update*, your ad will be placed in the body of the bulletin and linked to your web site. With the click of a button, potential customers will be “delivered to your doorstep” so to speak.

What’s more, since the *MPCA e-Update* is archived on the MPCA web site at [www.mpca.net](http://www.mpca.net), your ad will be visible for an open-ended period of time, reaching readers of today and tomorrow.

## **Advertising Policy**

MPCA limits the amount of advertising in each issue of the *MPCA e-Update* in order to maintain an appropriate news content/advertisement ratio. MPCA reserves the right to refuse or cancel any advertisement which, in its opinion, does not conform to MPCA’s standards or is unrelated to or conflicts with MPCA’s mission. Advertising space is allocated on a first-come, first-placed basis. MPCA reserves the right to determine placement of all advertisements, and shall not be bound by requests for special positions. The views and opinions expressed in the *MPCA e-Update* by advertisers are not necessarily endorsed by MPCA.

## **Advertisement Submission Deadlines**

Artwork and full payment (by Visa, MasterCard, Amex, Discover, or check) must be received on or before Monday of the week that you want the ad to be published. If ad copy and/or payment is not received by the deadline date, the ad will not be included in the specified issue. No refunds are given for cancelled advertising space.

## **Liability**

MPCA assumes no responsibility for errors. Advertiser assumes responsibility for any and all claims that may arise as result of ads placed in the *MPCA e-Update* and will indemnify MPCA against any claims or liability arising therefrom.

## **Electronic Guidelines**

Ads may be up to 500 pixels wide by 200 pixels tall with a maximum of 100 KB. Only JPEG images of 72 dpi are accepted. Flash files are not accepted. Submit web-ready ad as an e-mail attachment to [dhughes@mpca.net](mailto:dhughes@mpca.net). Please include the web site address that the ad should link to. MPCA will not place an advertisement that does not meet these specifications. MPCA reserves the right to place the word “advertisement” with an ad that, in its opinion, resembles editorial copy.

## **Graphic Design Services**

MPCA offers ad design services at a rate of \$60/hour for members and \$100/hour for non-members. Contact [pbergquist@mpca.net](mailto:pbergquist@mpca.net).

**Rates & Payment**

The rate for placing a web-ready ad in the *MPCA e-Update* for one week is \$150. Ad design can be supplied by MPCA at a rate of \$60/hour for members and \$100/hour for non-members. Full payment must be included with the MPCA Advertising Contract on or before the deadline date in order for the advertisement to be placed. Late payment may result in late charge, loss of discount, cancellation of ad, and/or postponement of ad to a future issue. No refunds are given for cancelled advertising space. For information about ad design services, e-mail [dhughes@mpca.net](mailto:dhughes@mpca.net). Advertisers purchasing ads for four weeks at a time receive a 10% discount on total price of advertising.



# MPCA Advertising Contract

Advertiser agrees to the MPCA Advertising Terms, Conditions & Rates \_\_\_\_\_initials

Order Date: \_\_\_\_\_

Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone ( \_\_\_\_\_ ) \_\_\_\_\_ Fax ( \_\_\_\_\_ ) \_\_\_\_\_

E-mail: \_\_\_\_\_

Web Site: \_\_\_\_\_

MPCA e-Update Issue (indicate the date of each Friday that you wish the ad to appear):

\_\_\_\_\_

Ad materials supplied: \_\_\_\_\_Yes \_\_\_\_\_No

Ad materials to be designed by MPCA (incurs additional charge): \_\_\_\_\_Yes \_\_\_\_\_No

Authorized By: \_\_\_\_\_

Signature: \_\_\_\_\_

## Payment

Payment must be included with this form in order for the ad to be published. For credit card payments, please fill out the information below. If paying by check, make check payable to Michigan Primary Care Association and mail with this form.

Please charge my: \_\_\_\_\_Visa \_\_\_\_\_MasterCard \_\_\_\_\_Amex \_\_\_\_\_Discover

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Total Amount: \$ \_\_\_\_\_

Name as it Appears on Card: \_\_\_\_\_

Cardholder's Signature: \_\_\_\_\_