

The Michigan **RIPARIAN** Inc.

304 E. Main St., Stanton, MI 48888

or

PO Box 122, Long Lake, MI 48743

Franz Mogdis 989.831.5261 Pearl Bonnell 989-257-3583

APPLICATION TO ADVERTISE

Date _____

Company Name _____

Phone (____) _____ Fax (____) _____

Address _____
Street and P.O. Box City State Zip

Company Representative _____
Name Company Position

Address (If different than that above) _____
Street and P.O. Box City State Zip

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Place my advertisement in the following issues of The Michigan Riparian for the year of \_\_\_\_\_

**In the following months:** **SPRING** \_\_\_\_\_  
**SUMMER** \_\_\_\_\_  
**AUTUMN** \_\_\_\_\_  
**WINTER** \_\_\_\_\_  
**ALL FOUR ISSUES** \_\_\_\_\_

Size \_\_\_\_\_ Color \_\_\_\_\_ Black White \_\_\_\_\_

**PAYMENT PLAN:**

PAYMENT ENCLOSED \$ \_\_\_\_\_ CHECK NUMBER \_\_\_\_\_

Signature of Representative \_\_\_\_\_

# The Michigan **RIPARIAN** Inc.

P.O. BOX 122, LONG LAKE, MI 48843  
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The **Michigan RIPARIAN** is the only magazine devoted exclusively to the protection, preservation and improvement of Michigan waters and to the rights of riparian owners to protect and enjoy their waterfront property.

The quarterly magazine is published in **SPRING, SUMMER, AUTUMN** and **WINTER** of each year. Ten thousand copies are printed each issue, and is read by more than 20,000 waterfront property owners.

The rates for advertising are given in the table below. If you wish to advertise in one or more issues of the magazine, complete and return the accompanying application. You may send us camera - ready copy or let us know what you want printed and we will assist you in the layout.

We appreciate your advertising in

## **THE MICHIGAN RIPARIAN**

**Franz Mogdis, Publisher**  
**Pearl Bonnell, Treasurer**

| <b>BLACK AND WHITE AD RATES</b> |                     |                  |        |        |        |
|---------------------------------|---------------------|------------------|--------|--------|--------|
| SIZE                            | APPROXIMATE MEASURE | NUMBER OF ISSUES |        |        |        |
|                                 |                     | ONE              | TWO    | THREE  | FOUR   |
| FULL PAGE                       | 7.5 X 10.0          | \$ 530           | \$ 496 | \$ 470 | \$ 455 |
| HALF PAGE                       | 3.75 X 10.0         | 265              | 254    | 244    | 233    |
| 1/4 PAGE                        | 3.75 X 5.0          | 200              | 190    | 180    | 170    |
| 1/6 PAGE                        | 2.5 X 5.0           | 190              | 180    | 170    | 150    |
| 1/12 PAGE                       | 2.5 X 2.5           | 95               | 90     | 85     | 75     |
| 1/15 PAGE                       | 2.0 X 2.0           | 55               | 55     | 55     | 55     |

  

| <b>COLOR AD RATES</b> |                     |                  |        |        |        |
|-----------------------|---------------------|------------------|--------|--------|--------|
| SIZE                  | APPROXIMATE MEASURE | NUMBER OF ISSUES |        |        |        |
|                       |                     | ONE              | TWO    | THREE  | FOUR   |
| FULL PAGE             | 7.5 X 10.0          | \$ 610           | \$ 600 | \$ 590 | \$ 564 |
| HALF PAGE             | 3.75 X 10.0         | 428              | 414    | 407    | 390    |
| 1/4 PAGE              | 3.75 X 5.0          | 360              | 320    | 280    | 240    |