

# MICHIGAN TRAILS MAGAZINE

2026

## ADVERTISING SPACE RESERVATION AGREEMENT

### BILLING INFORMATION

Business Name: \_\_\_\_\_

Billing Contact: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ Michigan, Zip: \_\_\_\_\_

Phone #: \_\_\_\_\_ Email: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone #: \_\_\_\_\_ Website: \_\_\_\_\_

### PRINT ADVERTISING POSITIONS AND RATES

#### TRAILBAZER – Full-Page Prime Positions:

[ ] Back Cover	\$4,275	_____
[ ] Inside Back Cover	\$3,975	_____
[ ] Inside Front Cover (left side)	\$3,975	_____
[ ] Inside Front Cover (right side)	\$3,975	_____
[ ] First Inside Spread (pages 4 or 5)	\$3,975	_____
[ ] Facing Table of Contents	\$3,975	_____
[ ] Facing Introductory Article	\$3,875	_____
[ ] Facing Feature Article	\$3,775	_____
[ ] Facing Regional Trail Map Page	\$3,325	_____

#### TRAIL SPONSOR – Facing Specific Trail Map:

[ ] Full Page (size: 8.5" x 10.75" Full Bleed)	\$2,975	_____
Map: _____		
[ ] Half Page (size: 7.5" x 4.75" Horizontal)	\$1,625	_____
Map: _____		
[ ] Quarter Page (size: 3.625" x 4.75" Vertical)	\$855	_____
Map: _____		
[ ] Eighth Page (size: 3.625" x 2.25" Horizontal)	\$445	_____
Map: _____		

### WEBSITE ADVERTISING: (Circle Selection)

#### LEADERBOARD AD – Top of Web Page

POSITION	12 MONTHS	6 MONTHS	3 MONTHS
Home Page	\$995	\$895	\$795
Primary Pages	\$495	\$425	\$395
Trail Pages	\$395	\$325	\$295
Web Page: _____			

#### BILLBOARD AD – Right Side of Web Page

POSITION	12 MONTHS	6 MONTHS	3 MONTHS
Home Page	\$795	\$695	\$595
Primary Pages	\$395	\$325	\$295
Trail Pages	\$295	\$225	\$195
Web Page: _____			

Trail Resource Guide Listing: \$99 (12 months) \_\_\_\_\_

Web Page: \_\_\_\_\_

TOTAL CONTRACT AMOUNT: \_\_\_\_\_

### PRINT ADVERTISING SPECIFICATIONS AND POLICIES

RESERVATION DEADLINE FOR 2025 EDITION: February 13, 2026

ADVERTISING ARTWORK MATERIALS DEADLINE: Feb. 27, 2026

**TERMS:** Payment due in full by April 24, 2026. Pay early and receive a **5% discount** for payments received in full by February 13, 2026 or within 10 days of invoice date. Late payments subject to 18% interest.

#### PRINT ADVERTISING MATERIALS SPECIFICATIONS:

Advertising artwork supplied by client (or created by Rockford Advertising at hourly rate of \$50). All advertisements are four-color-process. All full page advertisements are full-bleed. Publication Trim Size: 8.5" x 10.75". Bleed: Add 1/8" (.125") bleed edge on all four sides.

#### ELECTRONIC FILES:

Michigan Trails Magazine is a "computer-to-plate" publication. Electronic files required for all advertisements. Artwork must be submitted as a "Press Quality PDF" file. All images must be 300 dpi resolution at 100% of size used in ad, CMYK mode. Electronic files should be emailed as attachment to: [rpulver@RockfordAdvertising.com](mailto:rpulver@RockfordAdvertising.com).

### WEBSITE ADVERTISING SPECIFICATIONS AND POLICIES

**RESERVATION DEADLINE:** None. Ads placed within one week of acceptance of reservation agreement and receipt of ad artwork.

**TERMS:** Payment due in full within 30 days of invoice date. Late payments subject to 18% interest.

#### WEBSITE ADVERTISING ARTWORK SPECIFICATIONS:

- **Leaderboard** ad dimensions are 1450 pixels wide x 180 pixels high.
- **Billboard** ad dimensions are 522 pixels wide x 324 pixels high.
- Ad artwork must be in jpeg format with file size less than 30KB.
- Submit ad as email attachment to: [rpulver@rockfordadvertising.com](mailto:rpulver@rockfordadvertising.com)

### ACCEPTANCE OF AGREEMENT:

Signature below indicates that client has read and accepted the above order, terms, conditions, billing and policies as stated in this agreement. Any changes must be in writing and accepted by Rockford Advertising.

Name (print): \_\_\_\_\_

Title: \_\_\_\_\_

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

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