What is MICHIGAN EDUCATION REPORT?

MICHIGAN EDUCATION REPORT, a quarterly publication of the Mackinac Center for Public Policy, is dedicated to the issues, statewide and nationally, that affect the quality of elementary and secondary education in Michigan. MICHIGAN EDUCATION REPORT’s twelve-pages of news and analysis of K-12 public, charter, private, and home school issues provides teachers, school administrators, school board members, policy makers, parents, education advocates, higher education institutions, and print and broadcast media with the information they need to improve education for Michigan’s children.

The current issue of MICHIGAN EDUCATION REPORT can be viewed at www.EducationReport.org or by contacting the Mackinac Center for Public Policy.

Circulation

MICHIGAN EDUCATION REPORT is distributed throughout Michigan to over 130,000 subscribers.

MICHIGAN EDUCATION REPORT is received by:
• More than 100,000 teachers;
• More than 4,500 superintendents, principals, and school board members;
• Local, state, and national elected officials in Michigan;
• Radio and television news directors and print news editors;
• Parents and other education advocates;
• Public, charter, private, and home schools; and
• Hundreds, each month, who access the on-line version of MICHIGAN EDUCATION REPORT on the Internet at www.EducationReport.org.

By advertising in MICHIGAN EDUCATION REPORT, you will reach sizable new markets and your advertising dollar will be targeted to the people who make the major decisions in education.

Display Ad Rates

| Ad Size        | 1x  | 2x  | 3x  | 4x 
|----------------|-----|-----|-----|-----
| 1/4-page       | $300| $250| $200| $175|
| 1/8-page       | $200| $150| $125| $100|
| Business Card  | $100| $70 | $60 | $50 |
| Banner on Website | $50 | $40 | $30 | $25 |

Display Ad Sizes

<table>
<thead>
<tr>
<th>Size</th>
<th>Width x Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/4 page vertical</td>
<td>5” x 7.6” or 10” x 3.8”</td>
</tr>
<tr>
<td>1/8 page</td>
<td>5” x 3.8”</td>
</tr>
<tr>
<td>Business Card</td>
<td>2.4” x 3.8”</td>
</tr>
<tr>
<td>Banner on Website</td>
<td>275 pixels x 75 pixels</td>
</tr>
</tbody>
</table>

Camera-ready Guidelines

• All ads must be exact measurements specified in this brochure.
• If the advertisement has photos, gradients, or other greyscale elements, it must be supplied in film. All film submissions should be right-reading emulsion-side down with an 85 line screen. A positive print of the ad should be provided with all film.
• Black and white line-art ads are accepted as high-resolution hard copy.
• Ads will not be placed in sideways or upside-down.
• If camera-ready specifications are not met, ads could be rejected or will be modified to meet specifications at the advertiser’s expense. The customer will be contacted before any changes are made.

Computer-generated Ads

MICHIGAN EDUCATION REPORT uses Adobe PageMaker for page layout. Any computer-generated ads that are provided in page-layout format, must be in PageMaker 6.5. Ads created with other software are acceptable if PageMaker can import the file (Illustrator EPS, Quark EPS, etc.).

• Hard copy of the ad with name of file(s) and number of pages.
• Include all fonts and graphics.
• Include all graphics in TIFF, or EPS formats.

Contact

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