



Michigan Lakes and Streams Association
 PO Box 19615, Kalamazoo, MI 49019
 989-831-5100 -- info@mymlsa.org -- mymlsa.org



Advertising in *The Michigan Riparian* Magazine

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 magazine is published quarterly with over 7,000 copies distributed throughout Michigan and surrounding states.

We look forward to working with you! We accept camera-ready copy or we can assist you with the layout and help build your ad. Please contact us with any questions: 989-831-5100

Ad Rates (New for 2021)

Size	Approximate Measurement	Black & White Cost Per Issue	Color Cost Per Issue
Full Page	7.5" x 10"	\$500	\$650
Half Page	3.75" x 10"	\$300	\$450
Quarter Page	3.75" x 5"	\$200	\$300

<p>Ad Request Deadlines: Winter Issue -- December 15 Spring Issue -- March 15 Summer Issue -- May 15 Fall Issue -- August 15</p>	<p>Specials: Premium Placement Rates Per Issue for inside front cover, inside back cover, and back cover. Multiple issue contracts have priority. Call for availability and pricing details. 10% discount for full advanced payment of 4 issue contracts.</p>
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Date: _____ Phone: _____ Email: _____

Company Name: _____

Contact Name and Position: _____

Full Address: _____

Place my advertisement in the following issues of *The Michigan Riparian*: (Please check issues)

- Winter 2021 Spring 2021 Summer 2021 Autumn 2021 All 4 Issues 2021

Ad Size _____ Color B&W Payment Amount _____ Check # _____

Signature of Representative _____

Please make your check payable to MLSA and mail to our address above
 OR you can pay online at paypal.me/mymlsa and email your choices to info@mymlsa.org.
 Thank you!