



Michigan Lakes and Streams Association  
 PO Box 19615, Kalamazoo, MI 49019  
 989-831-5100 -- [info@mymlsa.org](mailto: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**

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><b>Ad Request Deadlines:</b>          Winter Issue -- November 1          Spring Issue -- February 1          Summer Issue -- May 1          Fall Issue -- August 1</p>	<p><b>Specials:</b>  <b>Premium Placement Rates <u>Per Issue</u></b> for inside front cover, inside back cover, and back cover. Multiple issue contracts have priority. Call for availability and pricing details.  <b>10% discount</b> 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 2022     Spring 2022     Summer 2022     Autumn 2022     All 4 Issues 2022

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](https://paypal.me/mymlsa) and email your choices to [info@mymlsa.org](mailto:info@mymlsa.org).

Thank you!