

# MILLER

## AD RESERVATION INFORMATION

Due Friday, July 27 at 5 p.m. EST

### VIA E-MAIL

Complete your reservation form using Adobe Acrobat and email to Eric Oliphant at [eric.oliphant@wmich.edu](mailto:eric.oliphant@wmich.edu)

### FAX

To the attention of Eric Oliphant at (269) 387-2317

### MAIL

Eric Oliphant  
Miller Auditorium, 1903 W. Michigan Ave.  
Kalamazoo, MI 49008-5344

### QUESTIONS?

Call (269) 387-2311 or email [eric.oliphant@wmich.edu](mailto:eric.oliphant@wmich.edu)

## Artwork format

Artwork must be provided in electronic format. All advertisements are four color. **Acceptable formats are InDesign, .tiff, .jpg, .eps and .pdf.** A minimum \$75 per hour setup fee will be charged for ads that do not meet format or size specifications. Design fee is billed separately. **Not Accepted: Microsoft Word, Microsoft Publisher and Adobe Pagemaker file formats.**

## Advertisement submission

Files may be uploaded to our FTP site at <http://access.auxe.wmich.edu>

Username: 2018Millerads  
Password: 2018Miller

Please refer any design questions to Lisa Knutson.

Phone: (269) 387-3361  
Fax: (269) 387-3539  
Email: [lisa.knutson@wmich.edu](mailto:lisa.knutson@wmich.edu)

### Stationary advertisements

- See last page for ad size diagram.
- Artwork rotation is not available for these advertisements.
- Design services are available for additional fee.

### Premium advertisements

- Rotating artwork is accepted for these ad locations according to the schedule on page three. Please indicate whether you will be rotating artwork on your reservation form. Insertion order required for rotating advertisements.
- If new artwork is not received by the rotation deadline, the artwork from the previous program will be used.
- You may also submit all ads by the dates listed within this document for automatic rotation.
- These spots are only available to one advertiser per ad type on a first come, first served basis.
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AD TYPE	AD SIZE
Full Page	5" w x 8" h
1/2 Horizontal	5" w x 3.875" h
Quarter Page	2.375" w x 3.875" h

AD TYPE	AD SIZE
Outside Back Cover	5" w x 8" h
Inside Back Cover	5" w x 8" h
Inside Front Cover	5" w x 8" h
Center Spread	10.5" w x 8" h

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## 2018–19 ADVERTISER INFORMATION

Advertiser

Contact Name

Title

Address

City

State

Zip

Phone

Fax

Email Address

## Advertisement specification

### Premium Ads

These highly-visible ads come with the option to rotate artwork as often as desired. Please see the rotation schedule on page three. These spots are only available to one advertiser per ad type on a first come, first served basis.

Outside Back Cover ..... \$6,000

Inside Front Cover ..... \$5,000

Inside Back Cover ..... \$5,000

Center Spread..... \$7,500

YES, I would like to rotate artwork.  
I have reviewed the artwork rotation specifications in this package.

No, I will not be rotating artwork.

### Standard Ads

Standard ads are stationary through the entire season. Your ad is due on Friday, Aug. 10.

Full Page ..... \$5,000

Half Page..... \$3,000

Quarter Page..... \$1,500

### Repeat Advertisers

Pick up ad from last year.

Will provide new ad, same size as last year.

Will provide new ad in a new size:

Full Page ..... \$5,000

Half Page..... \$3,000

Quarter Page..... \$1,500

**Repeat advertisers receive 10% discount if placed by Friday, June 29.**

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## Design services

Available at \$75 per hour through WMU's Auxiliary Enterprises Marketing Department. (1 hour minimum.)

Yes, I will need my ad designed. Please have Auxiliary Enterprises contact me for further details.

No, I will be providing artwork that meets the specifications listed on page one.

## Policies

- Payment is due upon invoicing.
- **Non-Payment Policy:** Ad will be removed from program if payment not received by third invoice notice. Payment arrangements are available. Please contact Mallory to schedule if needed.
- Artwork must be provided in electronic format.
- All advertisements are four color.
- Acceptable formats are InDesign, .tiff, .jpg, .eps and .pdf. A minimum \$75 per hour setup fee will be charged for ads that do not meet format or size specifications.
- Design fee is billed separately.
- **NOT ACCEPTED:** Microsoft Word, Microsoft Publisher and Adobe Pagemaker file formats.

## Payment

Check payable to Miller Auditorium is enclosed.

Please invoice my company.

WMU Fund & Cost Center Number:

Please charge to my:      Visa      MasterCard      Discover

Card Number:

Exp. Date:

CSV:

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

I do hereby certify that I am the duly authorized agent of the company/firm/organization named above, and am authorized to make and execute this contract for advertising in Miller Auditorium's program on its behalf. I understand this contract may not be canceled once signed by the representative. I understand my company/firm/organization will be charged a \$75 per hour setup fee if my ad does not meet the specifications listed in this brochure. I understand that if my artwork is not submitted and/or does not meet the specifications listed in this brochure by the Friday listed above my ad will not appear in the Miller program. I have read and agree to all terms listed in this brochure.

Signature \_\_\_\_\_ Date \_\_\_\_\_

### FOR OFFICE USE ONLY

Received Date: \_\_\_\_\_ Received by: \_\_\_\_\_ Meets Specifications:  Yes  No

File Received Date: \_\_\_\_\_ File Name: \_\_\_\_\_ Customer Approval:  Yes  No

## Ad rotation schedule

**Artwork due 5 p.m. (EST)** on the following Friday of the month **prior** to the program month.

MONTH	ARTWORK DUE
September .....	Friday, Aug. 10
October .....	Friday, Sept. 7
November .....	Friday, Oct. 12
December .....	Friday, Nov. 9
January .....	Friday, Dec. 7
February .....	Friday, Jan. 11
March .....	Friday, Feb. 8
April.....	Friday, March 8
May.....	Friday, April 12

