

To: Michigan IAFF Locals

This is an avenue to assist with welcoming our IAFF Brothers and Sisters from across the US and Canada to Mackinaw City! On September 9<sup>th</sup> thru the 13<sup>th</sup>, the IAFF Motorcycle Group will be hosting it's 13<sup>th</sup> annual motorcycle rally in Mackinaw City. A souvenir rally guidebook will be published and ad space is available. Attached is the pricing guide and information for sending your ad stock and payment.

Thank you so much for your help as putting on an event such as this is far more costly than the registration fees charged to the participants.

Fraternally,

Karl Kuss

Retired Southfield Local 1029

IAFF-MG Committee Member

**13TH ANNUAL  
INTERNATIONAL MOTORCYCLE RALLY  
RIDE WITH THE WOLVERINE  
SEPTEMBER 9-13, 2019  
ADVERTISING SPONSORSHIP**

Proposed advertising prices were developed using the 2018 rally book which was 20 pages total. There was a roughly 50-50 split between advertising and content. If more ads are sold this year, the number of pages of the book will increase causing an increase in the total cost of printing. That increase should be offset by the ad prices without any issue, while still allowing the book to be a fundraiser for the event.

**The estimated cost to print 450 copies with similar layout to 2018 is roughly \$1800.00 — including an estimated \$375.00 in make-up/design.**

**Price includes full color/full color printing on 80# Glossy Text weight paper, saddle stitched in the center and finished with a with a bleed trim. Finished size is 5.5"W x 8.5"H.**

We charge \$75.00 per hour for design and layout. Time is kept via a time clock and you will only be charged for time elapsed. Our estimated amount of make-up should be relatively close to actual, though it may be slightly higher or lower depending on ads we have to develop, or changes made during the proofing process.

**PRODUCTION SCHEDULE**

Ad Deadline: Wednesday, August 21, 2019

Content Deadline: Wednesday, August 21, 2019

Proof to Client: Monday, August 26, 2019

▶▶▶ **Final Approval to Print: Friday, August 30, 2019** ◀◀◀

Pick Up/Delivery by Thursday, September 5, 2019

Content and art files, including any logos that need to be included should be sent to the following email address and subject line:

**printing@stignacenews.com**  
**Subject: MOTORCYCLE RALLY BOOK**

*Files larger than 10MB should be sent using DropBox, Google Drive or another file-sharing service.*

**PROPOSED AD PRICES**

**Full Page – \$435.00**

*w/ bleed: 5.5" W x 8.5" H*

*w/out bleed: 4.75" W x 7.625" H*

**Half Page – \$265.00**

*4.75" W x 3.75" H*

**Quarter Page – \$135.00**

*4.75" W x 1.812" H*

**Eighth Page – \$100.00**

*2.312" W x 1.812" H*

**PREMIUM POSITIONS**

**Inside Front Cover – \$485.00**

*5.5" W x 8.5" H*

**Inside Back Cover – \$485.00**

*5.5" W x 8.5" H*

**Back Cover – \$525.00**

*5.5" W x 8.5" H*

▶ *Premium Positions & Full Page ads w/ bleed must measure 5.75" W x 8.75" H to account for the bleed trim. Templates are available to send to advertisers should they choose the develop their own ads.*

***Ad development is included in the estimated make-up for the booklet.***

We request that advertisers let us know what they would like included in their ad as well as suggestions for art. It is important that they send us full color, high-resolution logo files and/or photos they want included in their ad.

***Camera ready ad files must adhere to the following guidelines:***

**• Correct Size for Ad Space Purchased**

- 300 DPI
- PDF, EPS, AI, TIF or JPG
- Full Color

Please send camera ready ads and/or logo files and artwork to:

**printing@stignacenews.com**

**Subject: AD - MOTORCYCLE RALLY BOOK**

**Please include in body of email: Company Name & Ad Size Purchased**

*Files larger than 10MB should be sent using DropBox, Google Drive or another file-sharing service.*

*If the advertisement does not follow the guidelines, we will let the sender know and ask if they would like to make the adjustments, or if they would like us to make the adjustments. Make-up/Design time will be charge at our standard rate of \$75.00 per hour for any adjustments we have to make to the advertisements; potentially increasing the estimated make-up and design for the book.*



**The St. Ignace News**

**Tammy Matson, Advertising Representative**  
(906) 643-9150 | ads@stignacenews.com

**Kim Ruley, Design/Production Manager**  
**Alex Hawkins, Design/Production Assistant**  
(906) 643-9150 | printing@stignacenews.com

**1/8 Page**  
**\$100.00**

2.312" W x 1.812" H

**1/4 Page**  
**\$135.00**

4.75" W x 1.812" H

**1/2 Page**  
**\$265.00**

4.75" W x 3.75" H

**Full Page - Inside**  
**\$435.00**

4.75" W x 7.625" H

or

5.5" W x 8.5" H\*

***PREMIUM POSITIONS***

**Inside Front Cover**

**\$485.00**

5.5" W x 8.5" H\*

**Inside Back Cover**

**\$485.00**

5.5" W x 8.5" H\*

**Back Cover**

**\$525.00**

5.5" W x 8.5" H\*

\*Must include 1/8" Bleed Allowance on all sides –  
final size to send will be 5.75" W x 8.75" H