



# Big I Michigan 2026 Media Kit

## Overview and Agreement

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### Distribution

Six (6) issues are published annually. Nearly 1,200 members and partners receive the print edition. A digital edition is also sent to more than 6,000 members and partners.

### Publication Schedule/Artwork Deadline

An Ad may be changed during a contract period, provided a new copy is submitted by the content closing date, which falls at the beginning of the month prior to publication. If a new ad is not received by this date, Big I Michigan reserves the right to run the ad submitted for previous publication.

| Issue             | Content Closing Date |
|-------------------|----------------------|
| January/February  | December 1           |
| March/April       | February 1           |
| May/June          | April 1              |
| July/August       | June 1               |
| September/October | August 1             |
| November/December | October 1            |

### Editorial Calendar

#### **January/February**

Election Recap

#### **March/April**

Company/Agent Meetings

#### **May/June**

Latest Member Benefits/Services in the Spotlight

#### **July/August**

Michigan Market Share Report

#### **September/October**

Leadership Issue

#### **November/December**

Convention Preview Issue

## Promotions and Discounts

Companies that participate in the Big I Michigan Partners Program receive the following discounts based on their tier for the publication year. If your tier changes from the current to publication year, the pricing will be adjusted and due before ad is ran.

Invoices for the publication issue must be paid by the artwork due date in order for your ad to run. Big I Michigan reserves the right to not publish ads that are not paid by the artwork deadline date.

|                                 |            |
|---------------------------------|------------|
| <b>Super Platinum Discount:</b> | <b>25%</b> |
| <b>Platinum Discount:</b>       | <b>20%</b> |
| <b>Diamond Discount:</b>        | <b>15%</b> |
| <b>Gold Discount:</b>           | <b>10%</b> |
| <b>Silver Discount:</b>         | <b>5%</b>  |

**Advertisers can receive up to a 30% discount off the base ad rate by committing to multiple insertions throughout the year.** The more issues you advertise in, the more you save.

5% additional discount applied to contracts with 3 or more insertions when contract is paid in full by December 1<sup>st</sup>.

## Payment Information

Invoices must be paid by the artwork deadline in order for your ad to be published.

Payment can be submitted via check or online:

### **Check**

Payable to: Big I Michigan  
Attn: Accounts Payable  
1141 Centennial Way  
Lansing, MI 48917

### **Online**

A secure Quick Pay link will be included on your invoice.



# Big I Michigan

## 2026 Media Kit Order Form

Complete this form to reserve your ad space in the Michigan Agent magazine and/or on our website.

### 1. Contact Information

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

### Billing Contact information if different from above

Billing Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

### 2. Print Advertising Options in Michigan Agent Magazine

Select Ad Size and Frequency (prices listed are price per issue)

|  |                                  |  |                                  |  |                                  |  |                                  |  |                                  |  |                                  |
|--|----------------------------------|--|----------------------------------|--|----------------------------------|--|----------------------------------|--|----------------------------------|--|----------------------------------|
|  | Full Page x1<br>\$1600           |  | Full Page x2<br>\$1500           |  | Full Page x3<br>\$1400           |  | Full Page x4<br>\$1300           |  | Full Page x5<br>\$1200           |  | Full Page x6<br>\$1100           |
|  | ½ Page x1<br>\$1000              |  | ½ Page x2<br>\$900               |  | ½ Page x3<br>\$850               |  | ½ Page x4<br>\$800               |  | ½ Page x5<br>\$750               |  | ½ Page x6<br>\$700               |
|  | 1/3 Page x1<br>\$750             |  | 1/3 Page x2<br>\$675             |  | 1/3 Page x3<br>\$625             |  | 1/3 Page x4<br>\$575             |  | 1/3 Page x5<br>\$550             |  | 1/3 Page x6<br>\$525             |
|  | Vertical<br>Horizontal<br>Square |  | Vertical<br>Horizontal<br>Square |  | Vertical<br>Horizontal<br>Square |  | Vertical<br>Horizontal<br>Square |  | Vertical<br>Horizontal<br>Square |  | Vertical<br>Horizontal<br>Square |
|  | 1/4 Page x1<br>\$600             |  | 1/4 Page x2<br>\$550             |  | 1/4 Page x3<br>\$500             |  | 1/4 Page x4<br>\$475             |  | 1/4 Page x5<br>\$440             |  | 1/4 Page x6<br>\$400             |

### 3. Preferred Placement Positions

Please select if you would like any of your ads to be run in one of these premium placement positions

(prices listed are in addition to your per issue pricing)

|  |                                            |  |                                            |  |                                            |  |                                            |  |                                            |  |                                            |
|--|--------------------------------------------|--|--------------------------------------------|--|--------------------------------------------|--|--------------------------------------------|--|--------------------------------------------|--|--------------------------------------------|
|  | Inside Front Cover<br>x1<br>\$500          |  | Inside Front Cover<br>x2<br>\$450          |  | Inside Front Cover<br>x3<br>\$400          |  | Inside Front Cover<br>x4<br>\$350          |  | Inside Front Cover<br>x5<br>\$300          |  | Inside Front Cover<br>x6<br>\$250          |
|  | Opposite Inside<br>Front Cover x1<br>\$200 |  | Opposite Inside<br>Front Cover x2<br>\$190 |  | Opposite Inside<br>Front Cover x3<br>\$180 |  | Opposite Inside<br>Front Cover x4<br>\$170 |  | Opposite Inside<br>Front Cover x5<br>\$160 |  | Opposite Inside<br>Front Cover x6<br>\$150 |
|  | Opposite Table of<br>Contents x1<br>\$200  |  | Opposite Table of<br>Contents x2<br>\$190  |  | Opposite Table of<br>Contents x3<br>\$180  |  | Opposite Table of<br>Contents x4<br>\$170  |  | Opposite Table of<br>Contents x5<br>\$160  |  | Opposite Table of<br>Contents x6<br>\$150  |
|  | Back Cover x1<br>\$800                     |  | Back Cover x2<br>\$750                     |  | Back Cover x3<br>\$700                     |  | Back Cover x4<br>\$650                     |  | Back Cover x5<br>\$600                     |  | Back Cover x6<br>\$550                     |

### 4. Select Issues to Advertise In

Jan/Feb

Mar/Apr

May/June

Jul/Aug

Sep/Oct

Nov/Dec

## 5. Online Advertising on Big I Michigan Website

3-month homepage ad, \$750

12-month homepage ad, \$2500

Ad size 398x221px, Format: JPG/PNG/GIF, 72 dpi

## 6. Order Summary & Authorization

Total Investment:

Authorized By:

Signature:

Title:

Date:

### Ad Sizes

|                       | Height (Inches) | Width (Inches) |
|-----------------------|-----------------|----------------|
| Full Page             | 10              | 7              |
| Full Page with Bleed* | 11              | 8.5            |
| 1/2 Page              | 7               | 4.625          |
| 1/3 Page Horizontal   | 3.25            | 7              |
| 1/3 Page Vertical     | 10              | 2.25           |
| 1/3 Page Square       | 4.625           | 4.625          |
| 1/4 Page Vertical     | 4.625           | 3.425          |

### Mechanical Requirements

- Provide PDF file (all elements at least 300 dpi resolution)
- Convert all fonts to outlines
- Convert all colors to CMYK, Black should have CMYK breakdown of 0/0/0/100
- Publication is printed offset.