Big I Michigan
2027 Media Kit

Overview and Agreement

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.

Super Platinum Discount:	**25%**
Platinum Discount:	**20%**
Diamond Discount:	**15%**
Gold Discount:	**10%**
Silver Discount:	**5%**

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.

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
2027 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 $1600	◯	Full Page x2 $1500	◯	Full Page x3 $1400	◯	Full Page x4 $1300	◯	Full Page x5 $1200	◯	Full Page x6 $1100
◯	½ Page x1 $1000	◯	½ Page x2 $900	◯	½ Page x3 $850	◯	½ Page x4 $800	◯	½ Page x5 $750	◯	½ Page x6 $700
◯	1/3 Page x1 $750	◯	1/3 Page x2 $675	◯	1/3 Page x3 $625	◯	1/3 Page x4 $575	◯	1/3 Page x5 $550	◯	1/3 Page x6 $525
	Vertical Horizontal Square		Vertical Horizontal Square		Vertical Horizontal Square		Vertical Horizontal Square		Vertical Horizontal Square		Vertical Horizontal Square
◯	1/4 Page x1 $600	◯	1/4 Page x2 $550	◯	1/4 Page x3 $500	◯	1/4 Page x4 $475	◯	1/4 Page x5 $440	◯	1/4 Page x6 $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 x1 $500	◯	Inside Front Cover x2 $450	◯	Inside Front Cover x3 $400	◯	Inside Front Cover x4 $350	◯	Inside Front Cover x5 $300	◯	Inside Front Cover x6 $250
◯	Opposite Inside Front Cover x1 $200	◯	Opposite Inside Front Cover x2 $190	◯	Opposite Inside Front Cover x3 $180	◯	Opposite Inside Front Cover x4 $170	◯	Opposite Inside Front Cover x5 $160	◯	Opposite Inside Front Cover x6 $150
◯	Opposite Table of Contents x1 $200	◯	Opposite Table of Contents x2 $190	◯	Opposite Table of Contents x3 $180	◯	Opposite Table of Contents x4 $170	◯	Opposite Table of Contents x5 $160	◯	Opposite Table of Contents x6 $150
◯	Back Cover x1 $800	◯	Back Cover x2 $750	◯	Back Cover x3 $700	◯	Back Cover x4 $650	◯	Back Cover x5 $600	◯	Back Cover x6 $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: Title:

Signature: Date:

Ad Sizes

	Height (Inches)	Width (Inches)
Full Page	10	7
Full Page with Bleed*	11	8.5
1/2 Page	4.625	7
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.