

## Senior Living Week 2012 Advertisement Rates & Sizes

All ads will be printed in one dark color ink on cream or white colored paper.

Ads must be "camera ready":

- Printable/high quality .eps, .indd., or PDF in black ink only
- Send ads electronically to [housingbureauseniors@umich.edu](mailto:housingbureauseniors@umich.edu)
- Resolution 300 dots per inch (dpi)
- High quality hard copies possible - \$20 scanning/touch-up fee
- If you choose to have our printer's graphic designer modify the size, formatting, and/or copy of your ad, an additional design fee will be charged at the rate of \$80/hour
- All ads must fit the exact dimensions listed below

Ad Size	Exact Dimensions	Rate
Full Page	4.75 inches <i>wide</i> x 7.625 inches <i>tall</i>	\$700
Half Page	4.75 inches <i>wide</i> x 3.6875 inches <i>tall</i>	\$430
Quarter Page	2.25 inches <i>wide</i> x 3.6875 inches <i>tall</i>	\$290
Eighth Page	2.25 inches <i>wide</i> x 1.71875 inches <i>tall</i>	\$160

**Please include your ad with your  
registration form and payment.**

**Postmark by Friday, November 18, 2011.**

### Questions?

email: [housingbureauseniors@umich.edu](mailto:housingbureauseniors@umich.edu)

call: 734-998-9336

fax: 734-998-9340

Full Page

Quarter Page

Eighth Page

Half Page