

# Advertising Registration Form

Deadline October 15, 2011

LDA of Michigan Conference  
 "Pure Michigan"  
 November 14, 15, 2011  
 Kellogg Center, East Lansing, MI

LDA of Michigan reserves the right to reject exhibitors and advertisers. All advertising spaces are reserved on the basis of availability of space and/or subject matter. Questions, 517-485-8160, Toll Free (888) 597-7809

Contact Person(s) Name: \_\_\_\_\_

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

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

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

Phone: \_\_\_\_\_ Fax \_\_\_\_\_ email: \_\_\_\_\_

**ADVERTISING SPACE:** Allow 3/8" page margins. Ads printed in black and white only. **Must be camera ready.** If a photo is a part of the ad, send original. Line screen and computer files should be either PDF or TIFF formats if emailed. No photocopies or bleeds please.

Size & Orientation Portrait or Landscape?	Dimensions W X H	Rates Reg./Early	Amount to Pay
Full page <input type="checkbox"/> port. <input type="checkbox"/> lands	7 1/2 x 11	\$175/125	\$
3/4 page <input type="checkbox"/> port. <input type="checkbox"/> lands	7 1/2 x 5 1/2	\$140/105	\$
1/2 page <input type="checkbox"/> port. <input type="checkbox"/> lands	7 1/2 x 4 3/4	\$100/85	\$
1/3 page <input type="checkbox"/> port. <input type="checkbox"/> lands	3 1/2 x 4 1/4	\$ 75/60	\$
1/4 page <input type="checkbox"/> port. <input type="checkbox"/> lands	3 1/2 x 2 3/4	\$ 55/45	\$
Business card <input type="checkbox"/> port. <input type="checkbox"/> lands		\$ 40/35	\$
<b>Take one</b> literature table (100+ copies)		\$ 50/25	\$
<b>TOTAL AMOUNT ENCLOSED</b>			\$

Reserve lunch \$20/day <input type="checkbox"/> Mon. <input type="checkbox"/> Tues.	\$
<b>Advertising Subtotal</b>	\$
Donation	\$
<b>TOTAL AMOUNT ENCLOSED</b>	\$

<b>Office Use Only</b>
Check # _____
Date _____
Other _____
<b>Initial</b>

**1. Prize Donation** (prizes will be given away at lunch time drawings on Monday & Tuesday)  
 We wish to increase our visibility by donating:  one  two prize(s) that  
 The prize(s) is/are  enclosed  will be delivered on-site (describe prize(s) for advertising purposes \_\_\_\_\_)

**2. Special needs/accommodations** (please specify) \_\_\_\_\_

**Payment Method**

Check  Purchase Order \_\_\_\_\_  
 Visa  MasterCard \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

**PAY TO: LDA of Michigan**--200 Museum Drive, Suite 101--Lansing, MI 48933-1914  
 Fax:517/485-8462; phone: 517-485-8160; toll free: 888-597-7809; email: ldamich@sbcglobal.net  
 LDA of MI EIN # 38-6144641