



Montmorency Conservation District
PO Box 795
Atlanta, MI 49709
989.785.4083

May 31st, 2017

Dear Friend of Conservation:

This is just a friendly reminder that we are currently working on an update of the **Montmorency County Plat Book**. This is a project we undertake every 3-4 years. We are contacting area businesses and organizations, which may be interested in placing an ad in the newest edition. Our goal is to have the book completed and ready for sale before the November deer hunting season. This means that all ad copy must be turned in to the publisher by July 1st and we would like **everything from you by June 16th to allow us enough time to put everything together.**

Advertising in the 2017 edition of the **Montmorency County Plat Book** offers your business or organization up to three years of exposure to a wide and growing market. The Plat Book is one of the first resources to be reviewed by people who are considering vacationing or locating in Montmorency County. In addition, it is widely used by real estate offices, sportsmen, and others who need to know where property is located.

We plan to publish 1000 copies of the 2017 Plat Book in **color** on high quality paper. As you may know, the Plat Book is prepared by the Montmorency Conservation District and the printing will be done here in Montmorency County as well.

Please review the advertising rates below. The purchase of any size display ad entitles you to a one line entry on our Business Directory page under the heading of your choice. As an extra bonus, you will receive a copy of the new Plat Book at no additional cost. These books are valued at \$30 each.

Enclosed is an Advertising Insertion Order. If you choose to advertise, please fill out the top part of the form, attach your advertising copy, and mail by **June 16th, 2017** to: Montmorency Conservation District, P.O. Box 795, Atlanta, MI 49709 with your check for the appropriate amount. Ad copy can also be emailed to aprille.williamson@macd.org (please use "2017 Plat Book" in the title line).

If you have any questions, please contact the MCD office at 989-785-4083.

Sincerely,
Aprille Williamson, Administrator

Advertising Rates

Map Bar

1/4 page . . . \$240

1/8 page . . . \$145

1/16 page . . . \$ 95

Inside Pages

Full page . . . \$475

Half page . . . \$315

1/4 page . . . \$240

1/8 page . . . \$145

1/16 page . . . \$ 95

Inside cover pages

Full page . . . \$630

Half page . . . \$420

1/4 page . . . \$265

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ADVERTISING INSERTION ORDER

Publication: 2017 Montmorency County Plat Book Size of ad: _____ page
 Company name: _____ Inside Cover__ Inside page__ Map Bar__
 Address: _____ Price: _____
 Phone: _____ Ad location preference: _____
 Contact person: _____
 Ad copy: Same as last edition _____ New ad copy attached _____ Ad copy has been emailed _____

Comments/Instructions:

Map Bar Sizes:

1/16 Page \$95.00	1/16 Page \$95.00	1/8 Page \$145.00
¼ Page \$240.00		

Inside Cover \$420.00

Inside Page \$315.00

1/8 Inside Page \$145.00

1/4 Inside Cover \$265.00

1/4 Inside Page \$240.00

**1/16 Inside Page
\$95.00**