

MIFITNEWS

2024 ADVERTISING RATE SHEET

MiFitNews is the official newsletter of The Michigan Fitness Association (MFA). MFA represents fitness professionals throughout the state with the mission to unite, protect, and promote the interests of health and fitness businesses in the State of Michigan. Our vision is to vigorously advocate for, educate, and empower fitness professionals to ensure we are recognized as an essential provider in the healthcare delivery system.

MiFitNews is a digital publication emailed quarterly to all members, prospective members, vendors, and state legislators throughout the State of Michigan. The publication reaches the desks of nearly 250 fitness professionals in Michigan. The inaugural issue had an open rate of 70% and a 13% click through rate! All ads are hyperlinked to the advertiser's website. All editorial and advertising is subject to publisher approval and space availability. MFA reserves the right to refuse any ad that they consider inappropriate and does not hold to the standards and principals of the Association.



EDITORIAL SUBMISSIONS

MiFitNews accepts unsolicited manuscripts but reserves the right to edit due to space limitations. Opinions expressed by guest writers do not necessarily reflect the views of MFA. Editorial submissions must be typewritten and sent via email to derek@kdafirm.com.

PAYMENT & DISCOUNTS

Invoices are prepared upon receipt of advertising contract. Payment is due within 30 days from the date of the invoice. To be eligible for the 4x (buy 3, get 1 free) rate, ads must be paid in advance for the year.

2024 CLOSING DATES

ISSUE	EMAIL MONTH	DEADLINE
Winter	January	December 26, 2023
Spring	April	March 25, 2024
Summer	July	June 25, 2024
Fall	October	September 25, 2024

PRODUCTION SPECS

MiFitNews is distributed quarterly via email. All ads should be submitted in CMYK process or grayscale. Page size is 8.5"x11". Bleeds may be included on full page ads.

ACCEPTED FILE FORMATS

- PDF files with fonts embedded and raster images at 150 dpi or more
- Adobe PhotoShop TIFF, PNG or JPEG
- Rich media not accepted

DIGITAL REQUIREMENTS

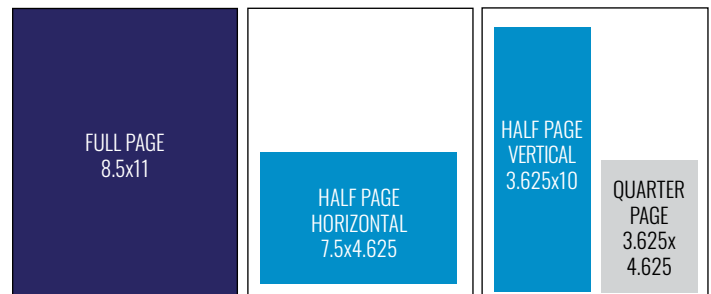
We accept files via WeTransfer, Dropbox or Email. Emailed files should be sent to melissa@kdafirm.com.

MFA AD RATES

	1X	4X (prepay only)
Full Page	\$300	\$900
1/2 Page	\$200	\$600
1/4 Page	\$100	\$300

AD DIMENSIONS

	WIDTH	HEIGHT
Full Page	8.5"	11"
1/2 Page Horizontal	7.5"	4.625"
1/2 Page Vertical	3.625"	10"
1/4 Page Vertical	3.625"	4.625"



CLICK HERE FOR THE ONLINE ADVERTISING CONTRACT