

2021 Advertising Rate Card

What is Michigan Counties?

Michigan Counties is MAC's bimonthly magazine highlighting the people, programs and progress being made in Michigan county government. Included in every issue is the latest news from the MAC Board of Directors and standing committees, as well as current legislative news affecting county governments.



Who reads Michigan Counties?

Michigan Counties is provided free of charge by mail to 622 county commissioners, 83 county administrators, 83 county board offices and 148 legislative offices. The digital version of the magazine is also sent to another 1,500 county, state and business leaders around Michigan.

SIZE (H x V)	1X	3X	6X
Full page (7.75" x 10"*)	\$450	\$425	\$400
½ page (H) (7.75" x 4.875")	\$225	\$215	\$200
½ page (V) (3.8125" x 10")	\$225	\$215	\$200
1/3 page (H) (7.75" x 3.25")	\$175	\$160	\$145
1/3 page (V) (2.5" x 10")	\$175	\$160	\$145
Back cover (7.75" x 7")	\$600	\$570	\$525
¼ page (3.8125" x 4.875")	\$125	\$110	\$100

* Full Page, plus bleed: 8.5" x 11", plus 1/8" bleed on all 4 sides.

Ad file requirements

- High-res PDF at actual size, all fonts outlined, maintaining appropriate live area
- No crop marks or bleeds included UNLESS purchasing full page with bleeds. In that case, please provide bleeds only.
- NO stroke/outline on ad file
- No low-res images (ideally 300+ dpi)
- No text under 6 point

If you wish to advertise in Michigan Counties, please contact Communications Director Derek Melot at 517-372-5374 or melot@micounties.org.