

MIDWEST DRYCLEANING & LAUNDRY ASSOCIATION

Richard W. Armstrong, Executive Director
651 N.W. 5TH Street-Richmond, IN. 47374
Phone: (800) 401-0703 • Fax: (765) 935-3473
Email: MWDLAOffice@aol.com

Advertising Rates for “CLEAN BRIEFS”

Ads in “CLEAN BRIEFS” are published 6 times a years. Issues include:

January/ February	March/ April	May/ June
July/ August	September/ October	November/ December

Typically the deadline for the issue is the 5th of the “first month” (that is for the November/ December issue, it is November 5th) and it will be mailed then approximately December 5th. Under the non-contract and contract rates where you see the word member, this refers to allied trade member of MWDLA; non-member is someone who is not an allied trade member of MWDLA.

NON-CONTRACT (meaning no contract signed for a period of a period of one year and ads accepted on the basis of space available, no guarantee to run if space is limited. Camera-ready artwork needs to be provided).

Member	\$85.00	1/8 page	Non-member:	\$95.00	1/8 page
Member:	\$100.00	1/4 page	Non-member	\$110.00	1/4 page
Member:	\$115.00	1/2 page	Non-member:	\$125.00	1/2 page
Member:	\$160.00	full page	Non-member:	\$170.00	full page

CONTRACT (for 6 issues and continuing until cancelled, advertising space is guaranteed. Camera ready artwork needs to be provided).

Member:	\$75.00	1/8 page	Non-member:	\$87.50	1/8 page
Member:	\$90.00	1/4 page	Non-member	\$102.50	1/4 page
Member:	\$105.00	1/2 page	Non-member:	\$117.50	1/2 page
Member:	\$150.00	full page	Non-member:	\$162.50	full page

*Inserts need to be delivered to our Richmond address above no later than the 30th of the “first month” of the bi-monthly issue.

To get the contract rates a new contract must be signed. Advertising rates subject to change based upon action of the MWDLA board of directors and a 30-day notice to contract advertisers. Advertising will be billed after publication with terms of net 10 days. Errors in insertion of ad (or its copy) will be corrected upon notification by advertiser. No credit or reduction in price for an error after 1st insertion. We assume no liability for the advertising nor do we guarantee that the advertiser/ advertisement is legal and acceptable. Advertisements are subject to other changes as dictated by the board of directors. We reserve the right to reject any advertisement due to prior commitments, lack of space, endorsement or content of ad or advertiser.