



Building professionalism in project management.®

**Project Management Institute
Michigan Capital Area Chapter**

Maximum Float Advertising Policy

Rates:

Size	Per Issue	4 Issues	8 Issues
Full Page (7 1/2 x 10 1/4)	\$100.00	\$360.00	\$640.00
1/2 Page (7 1/2 x 5 1/8)	\$50.00	\$180.00	\$320.00
1/4 Page (2 7/8 x 2 3/8)	\$25.00	\$90.00	\$160.00
Business Card (2 x 3 1/2)	\$12.00	\$43.20	\$76.80
Classified Ads: Price per issue: \$.25 per word. Minimum 20 words			

The above rate chart has an effective date of November 1, 2000. Rate changes and their effective dates will be communicated through the Chapter's *Maximum Float* Newsletter. The above stated multiple issue rates assume consecutive publications. The multiple issue discounts equal 10 percent for 4 issues and 20 percent for 8 issues. Full payment for multiple issue advertisements is required at the time the request for advertisement is made.

Advertisements must be received prior to the first of the month to be considered for that month's *Maximum Float* publication.

If for any reason an issue has to be cancelled, the advertisement will be published in the next issue. Generally, *Maximum Float* is published in September, October, November, January, February, March, April, and May. A "spoof" issue of *Maximum Float* is published in December – advertising is not normally published in this edition.

All Advertisements and Classifieds are subject to review for appropriateness by the *Maximum Float* Editorial Board.

All advertisements are to be submitted to the Maximum Float Managing Editor in JPEG format.

Send payment to:
Michigan Capital Area Chapter
Project Management Institute
PO Box 19075
Lansing, MI 48901-9075

Make checks payable to: Michigan Capital Area Chapter, PMI