

# MUAHS PUBLICATION INSERTS

*The Artisan*

INSERT MARKETING

Publication Inserts allow advertisers to use the official member publication of the MUAHS (*The Artisan*) to carry and deliver their promotional materials to the membership. This method can have more impact than a regular direct mailing, as it benefits by arriving in a vehicle that has the pre-qualified interest of this exclusive membership, and is more likely to be noticed.

## BASIC INSERT TYPES



**BLOWN-IN** | A pre-printed, single card or flyer loosely inserted between the pages of the issue.

**STITCHED-IN OR BOUND-IN** | Attached in the binding of the publication (either by staple or glue), this can be a card, single-page or multi-page gatefold advertisement.

**DVD OR BOOKLET** | Items that cannot be Blown-in or Stitched-in/Bound-in must accompany the publication via a polybag or plastic wrap around the publication.

## ART PRODUCTION

If you do not have a pre-printed Insert piece, we can provide production and printing services for you. All artwork production and printing is quoted on a case-by-case basis. Please contact us to discuss your needs.

**PUBLICATION INSERT RATES** | are assessed pre-project, based on the following three factors.

- A flat access fee equivalent to the 1x Back Cover rate of the publication.
- The cost for physically inserting the promotional piece.
- Any additional postage costs created by including the piece.

Please contact our office to discuss your Insert needs and obtain a specific quote.

