



MdQI 25th Anniversary Commemorative Book & Video: *What is your place in history?*

2018 marks the 25th Anniversary Convention of the productive Maryland transportation industry partnership known as the Maryland Quality Initiative (MdQI). How many mental pictures do we carry of people, projects, and progress in those years? How many awe-inspiring projects, how many lives saved through safety initiatives, and how many friendships forged across firm and agency lines? We have the opportunity right now to capture moments such as these and preserve them for future generations in the industry – but we cannot do it without your help.

To honor this major milestone, a commemorative book and video will be professionally prepared by Liquified Creative. The book and video will be distributed to all conference attendees at the 2018 25th Anniversary Conference and Celebration. We expect 1000 representatives from the Maryland Transportation Industry to attend the 2018 Conference. In order to make this happen, we need your support and are seeking Sponsors for the Book and Video.

There are four sponsorship levels from which to choose: Platinum, Gold, Silver, and Bronze, as described on the following page. When choosing, consider how you envision your Agency/Company/Association frozen in this moment in time for future generations to see: Is it a brilliant, full-page ad for an Agency/Company/Association well-recognized in the industry? Is it a Logo documenting your place in MdQI history? No matter what level of sponsorship, we appreciate your support and dedication to 25 years of quality in the Maryland transportation industry.

If you would like to secure your firm's rightful position in MdQI history, please complete the Sponsorship Payment Form and send payment to MTBMA, Attention: Shelly Baquol by **July 31, 2017. Ads are due by September 15, 2017.** Ad Specifications are provided at the end of this document. Liquified Creative is also available to create custom ad/artwork design services for additional costs shown in the Ad Specification sheet.

Thank you, as always, for your teamwork in providing quality transportation infrastructure to the State of Maryland – in the past and well into the future.



Sponsorship Levels for 2018 25th Anniversary Celebration Commemorative Book and Video		
Sponsorship Level	Amount	Includes
Platinum	\$1,500.00	*Full Page Ad in Book
		* Logo on MdQI Web Site
		*Acknowledgement in Commemorative Video
Gold	\$1,000.00	*Half Page Ad in Book
		* Logo on MdQI Web Site
		*Acknowledgement in Commemorative Video
Silver	\$750.00	*Quarter Page Ad in Book
		* Logo on MdQI Web Site
		*Acknowledgement in Commemorative Video
Bronze	\$500.00	* Logo in Book
		* Logo on MdQI Web Site
		*Acknowledgement in Commemorative Video

Questions regarding Sponsorship should be directed to Shelly Baquol via e-mail at shelly@mtbma.org or by phone at 410.760.9505

Please use the attached **SPONSORSHIP PAYMENT FORM** to send checks payable to the MD Transportation Builders and Materials Association (MTBMA) or use Credit Card payment. Please mail the form, addressed to:

MD Transportation Builders and Materials Association (MTBMA)
2408-F Peppermill Drive
Glen Burnie, MD 21061
Attention: Ms. Shelly Baquol

If paying by check, please note on the check that it is for “Commemorative Book and Video”

25th MdQI COMMEMORATIVE BOOK & VIDEO

SPONSORSHIP PAYMENT FORM

Please send checks with this form addressed to and made payable to the MD Transportation Builders and Materials Association (MTBMA), to 2408-F Peppermill Drive, Glen Burnie, MD 21061; attention to Ms. Shelly Baquol. Please note on the check that it is for "Commemorative Book and Video". If paying by credit card, please fill out the form below. Shelly can be reached at 410-760-9505 or email shelly@mtbma.org. should you have any questions.

Sponsorship levels: Please Check

Platinum Level: \$1,500	<input type="checkbox"/>
Gold Level: \$1,000	<input type="checkbox"/>
Silver Level: \$750	<input type="checkbox"/>
Bronze Level: \$500	<input type="checkbox"/>

Name: _____ Company: _____

Phone: _____ Email: _____

Payment Choice:

- Check
- Visa
- MasterCard
- Amex
- Discover

Credit Card#: _____

Expiration Date: _____ Billing Zip code: _____

CVV: _____

Name on Card: _____ Signature: _____



Continuous Quality Improvement
Maryland's Transportation Industry

2018 MdQI CONFERENCE

JANUARY 31-FEBRUARY 1, 2018 @ BALTIMORE CONVENTION CENTER

2018 ANNIVERSARY BOOK ADVERTISING SPECIFICATIONS

PLATINUM



Full Page w/bleed



Full Page

GOLD



1/2 Page



1/2 Page

SILVER



1/4 Page

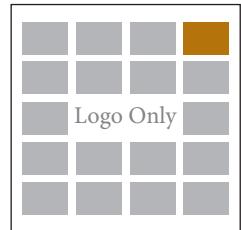


1/4 Page



1/4 Page

BRONZE



Logo Only

AD SIZE	WIDTH	HEIGHT	TRIM
<i>Full Page w/bleed</i>	10.25"	10.25"	10"x10"
<i>Full Page</i>	9"	9"	
<i>1/2 Page Horizontal</i>	9"	4.375"	
<i>1/4 Page Square</i>	4.375"	4.375"	

Please include a .5 inch safe area/margin for all text.

AD REQUIREMENTS

All ads should be sent press-ready with a proof. Publisher assumes no responsibility for accuracy where no proof has been provided. Advertiser and/or advertising agency assumes liability for all content.

DIGITAL FILES

Please provide press-ready Adobe PDF files only and all files provided should have all fonts embedded or converted into outlines and in CMYK format. All images must be 300 dpi. The publisher assumes no responsibility for images provided at less than 300 dpi. All color ads should include a color proof. All images should be approved for reproduction and the advertiser should have obtained permission for reproduction prior to ad submission.

WHEN SENDING ARTWORK

Any file over 10 MB in size can be uploaded online at www.hightail.com/u/LiquifiedCreative. Please send an email to mdqiproduction@liquifiedcreative.com or your account manager directly for submission of all artwork.

SHIPPING INSTRUCTIONS

Please contact your account manager for details.

SURCHARGES

Advertising Agencies: All rates are net
Advertising Inserts: Please contact your account manager
Modifications to Artwork: \$75/hour

CUSTOM AD/ARTWORK DESIGN SERVICES

Full Page w/bleed & Full Page: \$595.00
1/2 Page Horizontal: \$400.00
1/4 Page Vertical: \$350.00

ARTWORK DEADLINE | SEPTEMBER 15, 2017

Please direct all artwork files and/or questions to:

Shawn Noratel • 443.949.9284 ext. 1 • mdqiproduction@liquifiedcreative.com