



MINNESOTA SCHOOL BOARDS ASSOCIATION

JOURNAL

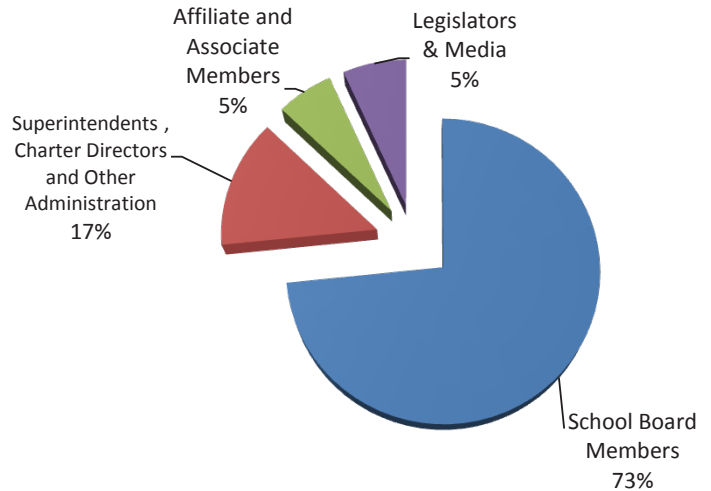
Advertising Rates

Minnesota's public schools spend millions of dollars every year on equipment, supplies and services. Reach key decision-makers responsible for setting education policies and making budget decisions — advertise in **The Journal**, the official magazine of the Minnesota School Boards Association!

Circulation

The Journal is sent six times a year to nearly 3,000 superintendents, school board members, administrators and others.

As a bonus, each issue includes a special Vendor Directory.



The Journal magazine is a four-time winner of the Star Award for Best Education Magazine, presented by the Minnesota School Public Relations Association.

Advertising Deadlines

	January-February*	March-April	May-June	July-August	September-October	November-December**
Advertising Deadline	November 1	February 1	April 1	June 1	August 1	October 1

* January-February issue — Leadership Conference Program Issue
 ** November-December issue — Leadership Conference Preview Issue



Advertising Contacts

Erica Nelson, Advertising Representative | erica@pierreproductions.com | 763-497-1778
 Betsy Pierre, Advertising Manager | betsy@pierreproductions.com | 763-295-5420

The Journal Advertising Options

Journal Advertisement Rates

Options	Items include page guarantee fee	1x Rate	3x Rate	5x Rate
Outside Back Cover		\$995	\$935	\$899
Full-page Inside Front Cover		\$940	\$880	\$820
Full-page Inside Back Cover		\$940	\$880	\$820
Full Opposite Inside Front Cover		\$940	\$880	\$820
Full		\$715	\$650	\$599
1/2		\$550	\$495	\$455
1/4		\$395	\$325	\$299
Vendor Directory (12 months)		\$475 In the Journal AND Online		

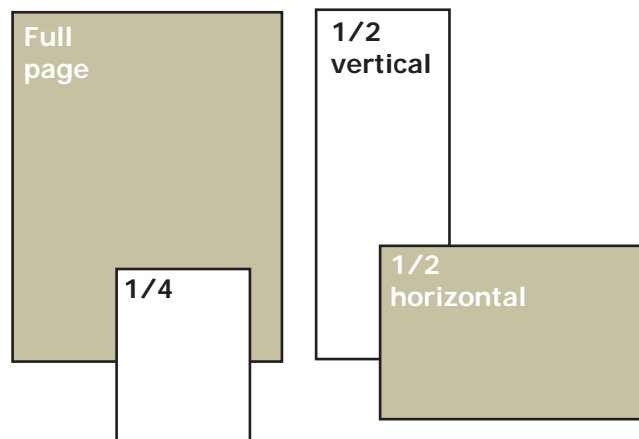
Jan.-Feb. Journal*

1x Rate
\$1,080
\$965
\$965
\$965
\$745
\$580
\$425

*Leadership Conference Program Issue

Advertisement Specs/Dimensions

Dimensions	Width (in.)	Height (in.)
Trim Size	8.5	11
Inside Covers & Fulls	7	9.5
Outside Back Cover <small>(May bleed to 8.625" by 8.125")</small>	7.5	7.5
1/2 horizontal	7.5	4.75
1/2 vertical	3.5	9.5
1/4	3.5	4.75



Special Packages – Turbo Boost Your Dollars!

Package	Vendor Directory Listing	Ad in Jan.-Feb. Journal issue	Ad in other five issues of Journal	Price	Savings	Full-year E-ad discount
Full-Page	One Year	Full	Five - Full	\$3,690	\$525	15%
Half-Page	One Year	1/2	Five - 1/2	\$2,899	\$430	10%
Premier	One Year	Full	Pick Three - 1/2	\$2,325	\$380	10%
Quality	One Year	1/2	Pick Two - 1/2	\$1,815	\$340	5%
Economy	One Year	1/4	Pick One - 1/2	\$1,230	\$220	5%

Full payment required | Packages qualify for guaranteed placement with \$200 per ad fee



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Electronic Advertising Opportunities

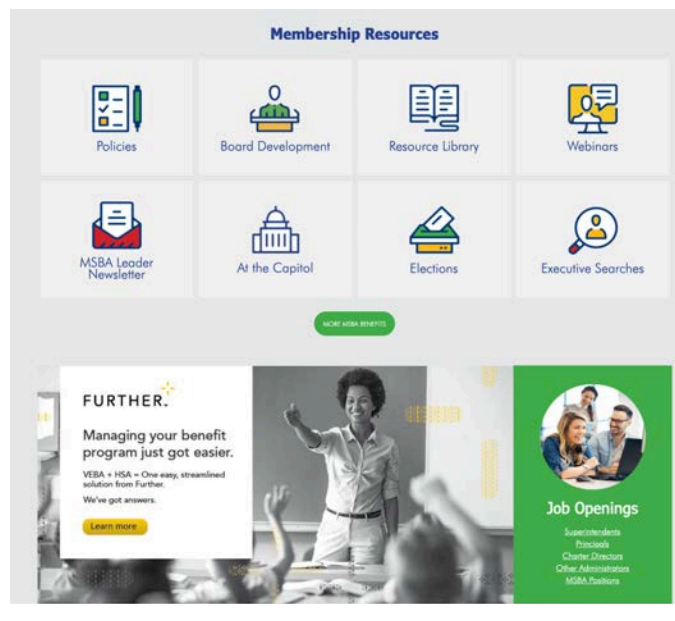
The Minnesota School Boards Association website (www.mnmsba.org) is a hub for industry information. MSBA's frequently visited website is a great marketing option!

Hotlinked Ad Options	Full year	Half year	Maximum Advertisers	Ad Dimensions (w x h /300 dpi)
MSBA Homepage	\$765	\$560	6 - rotating	900 x 450 pixels
MSBA eClippings Page	\$765	\$560	6 - static	high-resolution logo
Members Login Page	\$685	\$480	4 - static	550 x 225 pixels
MSBA Job Openings Page	\$525	\$325	2 - static	550 x 225 pixels
The Leader Landing Page	\$510	\$305	4 - static	550 x 225 pixels

Receive up to a 15 percent discount per annual page if purchased as part of a Journal package!

Website Homepage Advertising

This is the portal to the website, and a great spot for maximum visibility. MSBA has more than 2,500 members. This page gathers more than 6,000 views per month.



Job Openings Page

A popular page listing the superintendent, principal and administrative job opportunities around the state. This page gathers 3,400 views per month.

The Leader Landing Page

Sent monthly via email to all school board members, superintendents, charter school directors and affiliates. This newsletter has more than 3,200 subscribers, who are sent an email with a link to the Leader landing page.

Note: Ad options exist within each issue of The Leader. See next page for rate card for options for The Leader.

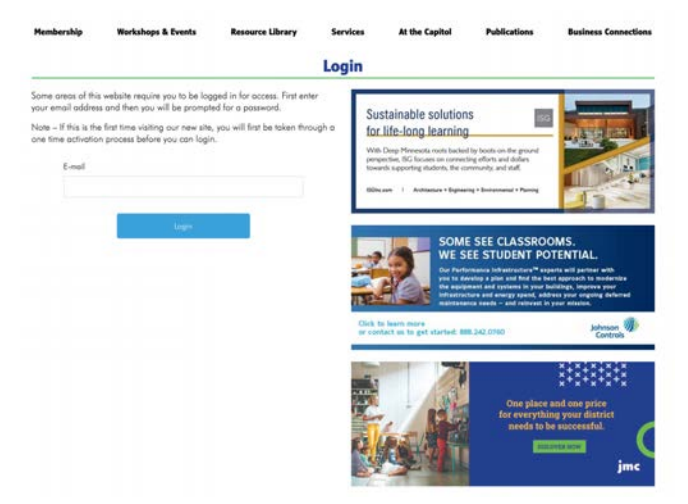
MSBA eClippings Page

A daily electronic service updating members with education-related stories from the state's daily and weekly newspapers. This service has nearly 2,000 subscribers who receive an email link to the page, and gathers more than 9,000 views per month.



Member Login Page

A highly trafficked page where school board members log in to access members-only resources. The page receives nearly 2,500 views per month.



The Leader E-Newsletter Advertising Options

MSBA offers advertising options in an e-newsletter — The Leader. The Leader highlights important updates for school board members, superintendents, charters and affiliates.



Tuesday, February 1, 2022

School district office staff must be prepared to handle data requests

Recently, MSBA has been informed an out-of-state law firm has been contacting educational organizations including Minnesota school districts and requesting personnel data.

Minnesota school districts are subject to the Minnesota Government Data Practices Act (MGDPA) and must release to the public certain public data when requested. School districts, through action of the school board, are required to have appointed a "responsible authority" and said responsible authority is required to appoint a "data practices compliance official" — the same individual can fill both positions — to establish procedures and handle questions concerning such requests (see MSBA's Model Policy 722). As a best practice, the school district office staff should be adequately cross trained so a public data request can be accepted on any day the school district office is open.

As for the previously mentioned data request, most personnel data is private; however, Minnesota Statutes 13.43,



Amy Fullenkamp-Taylor
Director of
Management Services
ataylor@mmsba.org

As a best practice, the school district office staff should be adequately cross trained so a public data request can be accepted on any day the school district office is open.

Subd. 2. describes which personnel data is "public data" regarding employees, for example name, job title/description, and work location.

In a Minnesota Department of Administration Data Practices Advisory Opinion 97-049, the Commissioner determined, *public employees' work-provided email addresses are part of the employees' work location and therefore public data.*

Prior to releasing personnel data, school districts should review:

- MSBA Model Policy 406, Public and Private Personnel Data
- The school district's policy on public and private personnel data
- The school district's cybersecurity protocols
- Minnesota Statutes 13.43
- The Minnesota Department of Administration Data Practices Personnel Data webpage

As a reminder, school districts are not required to create data in a format in which those data do not exist or to conform to a request (see Advisory Opinion 97-026 and Advisory Opinion 98-039), and school districts are permitted to charge for copies of government data. In addition, the timeline in which a school district must respond to a data request depends on who is requesting the data, a member of the public (reasonable amount of time) or the subject of the data (immediately or within 10 business days).

Finally, the Minnesota Department of Administration's website provides more details regarding data requests.



The Saf-T-Liner C2 Jouley electric bus is everything you love about the Saf-T-Liner C2 with no noise pollution, no vehicle emissions, and greater savings on maintenance and fuel.

tel@telegroup.com www.telegroup.com



YOUR BANNER AD HERE!

Deadlines: Ads should be submitted one week prior to publication.

The Leader

- More than 3,200 subscribers
- Sent the first Monday of each month
- Analysis of education issues targeted to school board members, superintendents, business officials and administrators
- Information on upcoming trainings, conferences and events
- Job openings
- Legal updates
- How new laws will affect districts
- Board governance information
- And much more!

Advertising opportunities are available on a first-come basis.

Advertising opportunities exist on The Leader landing page, as well. See **Electronic Advertising Opportunities** on preceding page for information.

Options	Art dimensions for Leader		
	1x	12x	
Front Page Banner Ad	\$240	\$210	7.5" w x 1" h
Half-Page Ad	\$370	\$340	8.5" w x 5.5" h
Full-Page Ad	\$685	\$635	8.5" w x 11" h

*Advertisers will appear in the monthly Leader publication. Full-year discounts available to Journal package advertisers. See chart on Page 2.



Advertising Contacts

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Betsy Pierre, Advertising Manager | betsy@pierreproductions.com | 763-295-5420



JOURNAL Advertising Insertion Order
 Reference current rate card
Complete and return to your ad sales rep: Erica Nelson
 erica@pierreproductions.com / 763-497-8810 (fax)
 763-497-1778 (phone)

Advertiser: _____
Contact Person: _____
Address: _____
City, State, Zip: _____
Telephone: _____ **Email:** _____

The Journal
Package: _____ **Rate:** \$ _____
 or
Ad Size (Full Color) _____ **Frequency:** _____ **Rate:** \$ _____ per Insertion
Placement: Run of Publication Back Cover Inside Front Cover Opp. Inside Front
 Inside Back Cover Other-\$200 fee applies for "other" request _____
Special Instructions: _____
Issues to run*: _____ March/April 20 _____ September/October 20 _____
 _____ May/June 20 _____ November/December 20 _____
 _____ July/August 20 _____
(deadlines-1st of month prior to run month) *If a premier, quality or economy package advertiser – select your ad issues.

January/February Journal + Leadership Conference Program (Deadline November 1)
Ad Size (Full Color) _____ **Rate:** \$ _____ (no charge if with package)
Placement: _____ Run of Publication _____ Back Cover _____ Inside Front Cover _____ Opp. Inside Front
 _____ Inside Back Cover _____ Other-\$200 fee applies for "other" request _____

For office use only: To HQ on _____ First issue of order _____
 Package rate per run \$ _____ LC \$ _____

Signing below constitutes agreement to the details listed above and to the Minnesota School Boards Association General Terms & Conditions.

 Advertiser's Signature Date

Full Payment Required: _____ Total payment is enclosed (Check payable to MSBA)
 _____ Please Invoice: _____ Email to the above email OR _____ Email to: _____
 _____ Credit Card Check One: _____ Visa _____ Mastercard _____ American Express

Number (please print legibly): _____ Expiration: _____ / _____

Name on card: _____ Security Code _____



Electronic Advertising Insertion Order

Reference current rate card

Complete and return to your ad sales rep: Erica Nelson

erica@pierreproductions.com / 763-497-8810 (fax)

763-497-1778 (phone)

Advertiser: _____

Contact Person: _____

Address: _____

City, State, Zip: _____

Telephone: _____ **Email:** _____

mnmsba.org Advertising (Below rate is an annual fee)

Length: _____ Full Year
_____ Half Year

Starting month: _____

Placement: _____ Home Page	Rate: \$ _____
_____ eClippings Page	Rate: \$ _____
_____ Members Login Page	Rate: \$ _____
_____ Job Openings Page	Rate: \$ _____
_____ The Leader Landing Page	Rate: \$ _____

Less Journal Package Discount* of _____%: \$ _____

*See Journal Rate Sheet

Total: \$ _____

Signing below constitutes agreement to the details listed above and to the Minnesota School Boards Association General Terms & Conditions.

Advertiser's Signature

Date

Full Payment Required: _____ Total payment is enclosed (Check payable to MSBA)

_____ Please Invoice: _____ Email to the above email OR _____ Email to: _____

_____ Credit Card Check One: _____ Visa _____ Mastercard _____ American Express

Number (please print legibly): _____ Expiration: _____/_____/_____

Name on card: _____ Security Code _____



The Leader - eNewsletter Advertising Insertion Order
 Reference current rate card
Complete and return to your ad sales rep: Erica Nelson
 erica@pierreproductions.com / 763-497-8810 (fax)
 763-497-1778 (phone)

Advertiser: _____
Contact Person: _____
Address: _____
City, State, Zip: _____
Telephone: _____ **Email:** _____

The Leader - eNewsletter (Deadlines – 1st of the month of the issue to run)

Monthly Frequency*: ____ 1x ____ 12x

Placement:

____ Front Page Banner Ad **Rate:** \$ _____ per insertion
 ____ Half Page Ad **Rate:** \$ _____ per insertion
 ____ Full Page Ad **Rate:** \$ _____ per insertion

Less Journal Package Discount* of ____ %: \$ _____
 *See Journal Rate Sheet **Total:** \$ _____ per insertion

Issues to run:	____ January 20 ____	____ May 20 ____	____ September 20 ____
	____ February 20 ____	____ June 20 ____	____ October 20 ____
	____ March 20 ____	____ July 20 ____	____ November 20 ____
	____ April 20 ____	____ Aug 20 ____	____ December 20 ____

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 Advertiser's Signature Date

Full Payment Required: ____ Total payment is enclosed (Check payable to MSBA)
 ____ Please Invoice: ____ Email to the above email OR ____ Email to: _____
 ____ Credit Card Check One: ____ Visa ____ Mastercard ____ American Express

Number (please print legibly): _____ Expiration: ____ / ____

Name on card: _____ Security Code _____



Vendor Directory Order- Complete and fax to 763-497-8810

Your Ad Sales Rep: Erica Nelson 763-497-1778 / erica@pierreproductions.com (reference current rate card)

Marketing Contact Information:

Company: _____
Contact Person: _____
Address: _____
City, State, Zip: _____
Telephone: _____ Email: _____

FOR PUBLISHING - Information to be printed:

Company: _____
Contact Person: _____
Address: _____
City, State, Zip: _____
Telephone: _____ Fax: _____
Email: _____ Website: _____

Yes, include us in the Vendor Directory. Fee \$475* (listing included with all packages)

Please select one category. Two additional categories may be purchased for \$80 per. Three or more for \$65 per.

- Architects/Engineers/Facility Planners
Athletic Facilities
Athletic Sport Floors/Surfacing
Attorneys
Auditorium Seating
Commissioning
Communications/Marketing
Computer Lab Equipment
Construction Mgmt & Consulting Svc
Cost Estimating
Document Management Solutions
Door Sales & Service
Educational Programs/Services
Electrical Engineers/AV Systems
Employee Assistance Program
Energy Solutions
Environmental Consultants
Facilities Maintenance & Supplies
Financial Management
Fitness Equipment
Fire & Security
Floor Coverings
Food Service Products & Svs
Healthcare
Indoor Air Quality
Insurance
Janitorial Contract Services
Labor Relations
Lift Equipment Rental
Lockers
Management Support
Natural Grass Fields
Playgrounds
Public Finance
School Supplies/Furniture
Security/Comm Systems
Software Systems
Structural Design/Engineering
Technology
Transportation
Other: _____

Listing Fee (waived if with package)

\$0 or \$475 \$ _____

Add'l Categories/Expense

Per for up to 2
_____ x \$80= \$ _____

Per for up to 3 or more
_____ x \$65= \$ _____

Directory Total \$ _____

Listing is for 12 months/6 issues of the Journal. Starting issue: _____

For office use only: To HQ on _____ Package rate for listing \$ _____

Signing below constitutes agreement to the details listed above and to the Minnesota School Boards Association General Terms & Conditions.

Advertiser's Signature _____ Date _____

Full Payment Required: _____ Total payment is enclosed (Check payable to MSBA)

_____ Please Invoice: _____ Email to the above email OR _____ Email to: _____

_____ Credit Card Check One: _____ Visa _____ Mastercard _____ American Express

Number (please print legibly): _____ Expiration: _____ / _____

Name on card: _____ Security Code _____

Mechanical Requirements

Print Art Submission:

Press quality PDFs preferred with fonts and photos embedded

All art must separate CMYK (not RGB or PMS)

All elements must be high resolution (300 dpi or more)

Electronic Art Submission:

.jpg for print or .gif for web is preferred

Dimensions:

Refer to rate card for ad dimensions.

Ad creation:

Ads can be designed from your supplied copy. Call for details.

Send artwork to:

Erica Nelson – erica@pierreproductions.com /

phone: 763-497-1778 / fax: 763-497-8810

Please clearly label your art specific to the publication it is to appear.

General Terms & Conditions

It is agreed that the term “advertiser” within the Insertion Order and these General Terms & Conditions refers to the entity purchasing the advertisement space. This entity, the advertiser, is listed on the Insertion Order. It is also agreed that the term “publisher” refers to the entity producing the publication--the Minnesota School Boards Association.

Submitting a signed Insertion Order constitutes a formal reservation from the advertiser for the advertisement specified in the Insertion Order and agreement to these General Terms & Conditions.

Submitting a signed Insertion Order constitutes the advertiser’s agreement to submit necessary artwork (correct to specifications) no later than the due date specified by the Insertion Order. Should the advertiser not submit artwork by the listed due date, the advertiser understands that their advertisement will not appear in the publication. The advertiser also understands that they are still obligated to pay the full advertisement rate as listed in the Insertion Order.

Should submitted artwork not meet the specifications, it is fully the advertiser’s responsibility to make the necessary changes to make the artwork correct to specifications and to submit the revised artwork no later than one week after the due date specified by the Insertion Order. Should an advertiser’s artwork not meet specifications and the advertiser not be able to submit new artwork correct to specifications by the listed due date, the advertiser understands that they will be obligated to pay any production costs required to make their artwork correct to specifications or the advertisement will not be included in the publication. The advertiser also understands that, should their advertisement not appear in the publication due to incorrect artwork, they are still obligated to pay the full advertisement rate as listed in the Insertion Order.

Should an advertisement resemble editorial copy, the advertiser agrees that it will carry the word “Advertisement” and the publisher’s editorial typeface will not be used.

The advertiser agrees that all submitted artwork will be free of copyright.

The publisher is not responsible for errors in advertiser artwork.

The advertiser agrees to protect, indemnify, and hold harmless the publisher and its agents against any and all claims arising from the look and the content of the advertiser’s advertisement.

The advertiser agrees that all advertisements are subject to the approval of the publisher. The publisher reserves the right to refuse advertisement purchases or artwork for any reason including a conflict with the intent of the publication or the organization.

Should the publisher refuse the advertiser’s artwork, it is fully the advertiser’s responsibility to make the necessary changes to make the artwork acceptable to the publisher and to submit the revised artwork no later than one week after the due date specified by the Insertion Order. Should an advertiser’s artwork be refused by the publisher and the advertiser not be able to submit new artwork by the listed due date, the advertisement will not be included in the publication. Should this happen, the advertiser understands that their advertisement will not appear in the publication. The advertiser also understands that they are still obligated to pay the full advertisement rate as listed in the Insertion Order.

Full payment for all advertising is due 30 days from the date of invoice. A 2% service charge will be assessed on all unpaid balances over 30 days past due. If payment is not received, the publisher reserves the right to withhold advertising from the publication until full payment is received. The advertiser remains responsible for the full amount provided in this agreement.

Ad contracts are non-cancellable. Should an advertiser attempt to terminate an ad contract, the Advertiser remains responsible for the full amount provided in the ad contract

Advertiser consents to receive promotional faxes and commercial emails regarding opportunities from the publisher.