

# MEA NEWS

MEA News is a premier industry publication reaching approximately 500 MEA members plus 2,500 nonmember electrical contractors in the state of Minnesota.

**Circulation** – approximately 3,000

**Frequency** – 6 times per year – January, March, May, July, September and November

**Deadline** – The 10th of the month prior to the month of publication (i.e. December 10 for the January issue)

**Distribution** – On or about the 1st of the month of issue (i.e. January 1st for the January issue)

# QUICK RESOURCE GUIDE

**Quick Resource Guide** Twice a year (March & September) – A Quick Resource Guide is inserted into MEA News. This guide is a double sided insert and is intended to be taken out and used as a reference for contractors to find Product Service Members who specialize in the Electrical Industry. An updated guide is released every 6 months: March and September.

Two Quick Resource Guide Ad Options  
Both 9.75" w x 1" h  
Front – bottom placement \$299 per run  
Back – top placement \$299 per run

**Members receive a 10% discount off below rates!**

# ADVERTISING RATES

(prepayment required)

	1x	3x	6x
Full Page	\$1,999	\$1,769	\$1,599
Inside Front Cover or Back Cover (Jumbo)	\$1,149	\$1,109	\$929
Inside Front Cover or Back Cover (Large)	\$589	\$509	\$429
Jumbo	\$1,019	\$899	\$809
Large	\$519	\$459	\$409
Medium	\$319	\$279	\$249
Small	\$209	\$189	\$169
Insert*	\$1,539	\$1,359	\$1,219
Quick Resource Guide**	\$299		

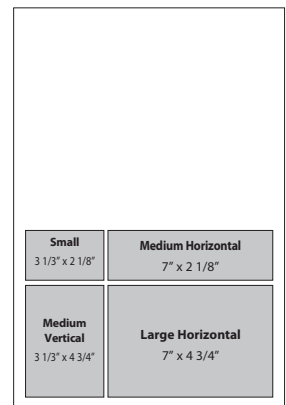
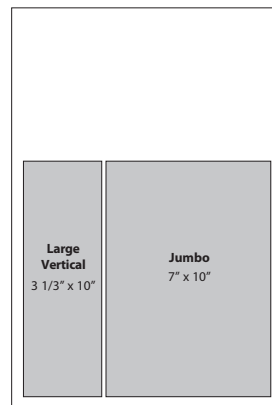
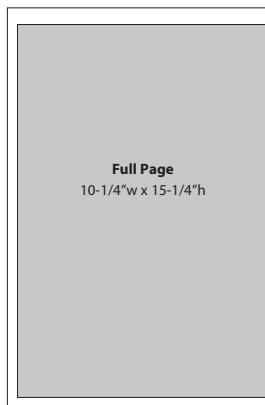
\*When available / advertiser supplies the insert / size limitations exist.

\*\*Quick Resource Guide is inserted into MEA News twice per year.

# AD DIMENSIONS

Full Page*	10-1/4" w x 15-1/4" h
Jumbo –	7" w x 10" h
Large horizontal –	7" w x 4-3/4" h
Large vertical –	3-1/3" w x 10" h
Medium horizontal –	7" w x 2-1/8" h
Medium vertical –	3-1/3" w x 4-3/4" h
Small –	3-1/3" w x 2-1/8" h

\*Publication trim size is 11-1/2" w x 17" h. Page footers are required by the printer therefore, full page ads are not able to bleed.





# MEA News & Alert Advertising Order

Please reserve the following participation.

Return this order to Erica:

[erica@pierreproductions.com](mailto:erica@pierreproductions.com) or

fax – 763-497-8810

Advertiser Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

**MEA News - Full Color** Please check here  if a member of the MEA

Size/Format: \_\_\_\_\_ # of Insertions: \_\_\_\_\_ Base Rate\*: \$ \_\_\_\_\_ per Insertion

Preferred Placement:  
 Back Cover     Inside Front Cover     Opposite Inside Front Cover     Inside Back Cover

Less 10% Mbr Disc\*: \$- \_\_\_\_\_ per Insertion

Ad Total\*: \$ \_\_\_\_\_ per Insertion x # of runs \_\_\_\_\_ = Grand Total \$ \_\_\_\_\_

Issues to run:  
*Ad deadline is the 10th of the month prior to publication.*

<input type="checkbox"/> January 20 _____	<input type="checkbox"/> May 20 _____	<input type="checkbox"/> September 20 _____
<input type="checkbox"/> March 20 _____	<input type="checkbox"/> July 20 _____	<input type="checkbox"/> November 20 _____

**MEA Alert – Full Color** Please check here  if a member of the MEA

Size/Format: \_\_\_\_\_ # of Insertions: \_\_\_\_\_ Base Rate\*: \$ \_\_\_\_\_ per Insertion

Notes: \_\_\_\_\_ Less 10% Mbr Disc\*: \$ \_\_\_\_\_ per Insertion

Ad Total\*: \$ \_\_\_\_\_ per Insertion x # of runs \_\_\_\_\_ = Grand Total \$ \_\_\_\_\_

Months to run:  
*Ad deadline is the 10th of the month prior to publication.*

<input type="checkbox"/> February 20 _____	<input type="checkbox"/> June 20 _____	<input type="checkbox"/> October 20 _____
<input type="checkbox"/> April 20 _____	<input type="checkbox"/> August 20 _____	<input type="checkbox"/> December 20 _____

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

Advertiser Signature \_\_\_\_\_

Date \_\_\_\_\_

**Your MEA Ad Sales Contact:**

**Erica Nelson, Sales Representative – 763-497-1778 / [erica@pierreproductions.com](mailto:erica@pierreproductions.com)**

MEA Headquarters Address - 3100 Humboldt Ave S, Minneapolis, MN 55408

**Prepayment in full required** – Mail a check with a copy of this ad order or provide credit card info below:

Check type: \_\_\_ Visa \_\_\_ MC \*Note – a charge for the full amount of above order will be ran upon receipt.

Name on Card: \_\_\_\_\_

Credit card number: \_\_\_\_\_

Expiration: \_\_\_\_/\_\_\_\_ 3 digit Security Code \_\_\_\_\_

## **Mechanical Requirements**

- Art Submission: See rate card for dimensions - press quality PDFs preferred – separating CMYK – with fonts embedded – built from high resolution graphics
- Ad creation: Ads can be designed from your supplied copy. There is a fee for ad creation. Contact your sales rep for a quote.
- Send artwork to: Erica Nelson – [erica@pierreproductions.com](mailto:erica@pierreproductions.com) / 763-497-1778

## **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 Electrical 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 either 1) the publisher will use previously submitted art or 2) the 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 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” at the top.

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

The publisher is not responsible for errors in advertiser artwork.

The publisher is not responsible for poor quality artwork.

Publisher’s liability in the event of a publisher error within an ad will be limited to publishing the ad once correctly at no additional charge.

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 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.

The Publisher reserves the right to charge for ad design services.

There are no cancellations on preferred positions (i.e. covers, tabs, assigned locations, etc.). Other cancellations will not be accepted after the publication’s ad deadline. If an advertiser is receiving a multiple commitment discount and cancels, they will be billed the difference between the discounted rate and the full ad rate.

Advertisers will be invoiced the entire amount at time of order. Invoices are payable within 30 days. A 1-1/2% interest charge per month will be assessed on all balances over 30 days.