



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

MINNESOTA SCHOOL BOARDS ASSOCIATION

JOURNAL

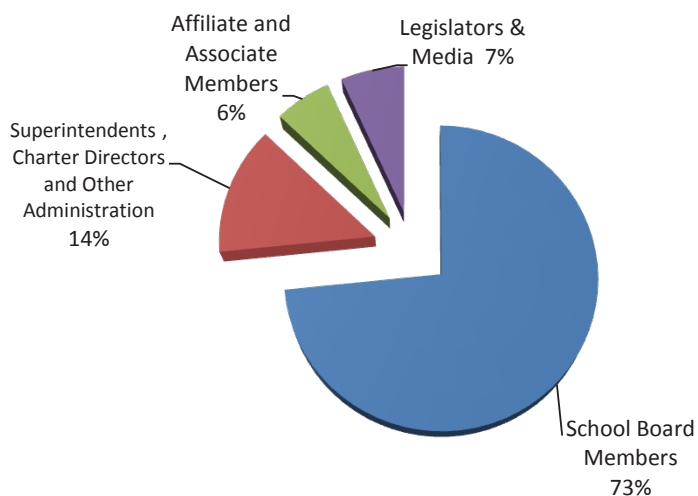
Advertising Rates

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 mailed six times a year to 4,100 superintendents, school board members, administrators and others.

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



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



Where School Boards Learn to Lead

[As of June 1, 2018]

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		\$950	\$890	\$860
Full-page Inside Front Cover		\$895	\$835	\$785
Full-page Inside Back Cover		\$895	\$835	\$785
Full Opposite Inside Front Cover		\$895	\$835	\$785
Full		\$680	\$620	\$570
1/2		\$520	\$470	\$430
1/4		\$375	\$305	\$285
Vendor Directory (12 months)		\$450	In the Journal AND Online	

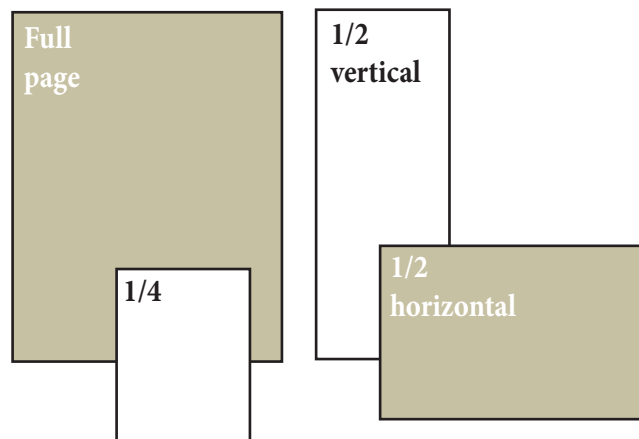
Jan.-Feb. Journal*

1x Rate
\$1,030
\$920
\$920
\$920
\$710
\$555
\$400

*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 (May bleed to 8.625" by 8.125")	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	\$3,530	\$480	15%
Half-Page	One Year	1/2	Five — 1/2	\$2,755	\$400	10%
Premier	One Year	Full	Pick Three — 1/2	\$2,220	\$350	10%
Quality	One Year	1/2	Pick Two — 1/2	\$1,720	\$325	5%
Economy	One Year	1/4	Pick One — 1/2	\$1,160	\$210	5%

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



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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: _____ **Fax:** _____
Email: _____ **Website:** _____

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*: <i>(deadlines-1st of month prior to run month)</i>	<input type="checkbox"/> March/April	20 _____	<input type="checkbox"/> September/October	20 _____
	<input type="checkbox"/> May/June	20 _____	<input type="checkbox"/> November/December	20 _____
	<input type="checkbox"/> July/August	20 _____		

*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 Credit Card
 Circle 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: _____ Fax: _____
Email: _____ Website: _____

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 \$450* (listing included with all packages)
Please select one category. Two additional categories may be purchased for \$80 per. Three or more for \$65 per.
List of categories: Actuary, Architects/Engineers/Facility Planners, Athletic Facilities, etc.
Listing Fee: \$0 or \$450
Add'l Categories/Expense: Per for up to 2: \$80= \$; Per for up to 3 or more: \$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 [] Credit Card
Circle 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)

.jpg for print or .gif for web is preferred

Refer to rate card for ad dimensions.

Electronic Art Submission:

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.