

POWER to the future!



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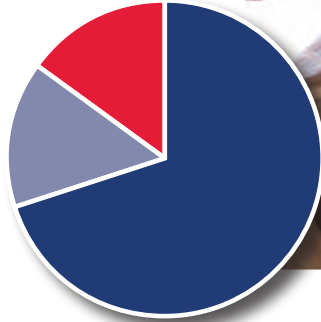
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MEMBER DEMOGRAPHICS

The Electrical Association is a trade association supporting and promoting electrical contractors licensed in Minnesota. It also strives to educate, inform and improve members of the electrical industry as a whole.

Membership: Approximately 425 members

- 275 contractors
- 75 industry vendors
- 75 misc.



INDUSTRY SEGMENTS OF MEMBERS INCLUDE (many members fall into multiple categories):

- | | | |
|------------------------------|-------------------------------|----------------------------------|
| Agricultural | Home Automations Systems | Residential |
| Appliances | Hospitals | Roadway Boring |
| Backup Power Generation | HVAC | Satellite |
| Bucket Trucks | Industrial Auto PLC | Sign Maintenance |
| Building Automation | Industrial | Signaling |
| Cable Plowing and Trenching | Institutional Schools | Sign/ High-Voltage Wiring |
| Commercial | Irrigation Systems | Solar Photo System Commercial |
| Communications/ Data Cabling | Landscape Lighting | Solar Photo System Residential |
| Crane Service | Lighting Maintenance | Sound Systems |
| Design-Build | Lighting Retrofit | Sports Arenas and Field Lighting |
| Electrical Engineers | Low Voltage – Fire Alarms | Street Lighting |
| Electrical Space Heating | Low Voltage – Nurse Call | Swimming Pools |
| Energy Maintenance | Low Voltage – Security Alarms | Telephone |
| Fiber Optics Install | Mobile Home Park Wiring | Transformer Installations |
| Geothermal Systems | Motor Control Specialists | Trenching |
| Grain Elevators | Motor Rewinding | Underground Repairs |
| Hazardous Locations | Power Boring | Wind Generation Systems |
| High Voltage Construction | Power Quality Analyzing | |
| Highway Heavy | Programmable Logic | |

**Your Electrical Association Ad Sales Representative –
Erica Nelson, 763-497-1778, erica@pierreproductions.com**

2020 YEARLONG SPONSORSHIP

Investment - \$2,499

Commitment Deadline - December 10

Members Receive a 10% discount

LOGO RECOGNITION

Logo recognition as "Proudly Supported by" throughout the year in these areas:

- Website – Home & Subpage (1,050 Average Monthly Visits)
- LIVE Online Educational Offerings (over 500 electricians per year)
- Self-Paced Online Continuing Education (**NEW OFFERING – LATE 2020!**)
- LIVE Online 4 Year Apprenticeship Program (over 270 apprentices representing 91 companies)
- Conferences – 3 per year
- Email Campaign Communications
 - Government Action Updates (Weekly during session/monthly during off months – approx. 480)
 - Workforce Development (Monthly - Career Fairs, Job Boards, Resume Center – approx. 480)
 - New Connections (Series of six emails to new members)
 - Education and Events Calendar
- Social Media Platforms
- Electrical Association News
- Electrical Association Alert
- Self-Paced Exam Prep (Does not include live classroom visibility.)

CONFERENCE ELEMENT SPONSORSHIP

Investment - \$500 per element

OPPORTUNITIES INCLUDE (SUBJECT TO CHANGE):

Spring Conference (Annual Business Meeting)

- Board/Committee Meetings
- Lunch Speaker
- Afternoon tour or speakers

Summer Conference

- Board/Committee Meetings
- Golf
- Lunch Speaker
- Boat Cruise

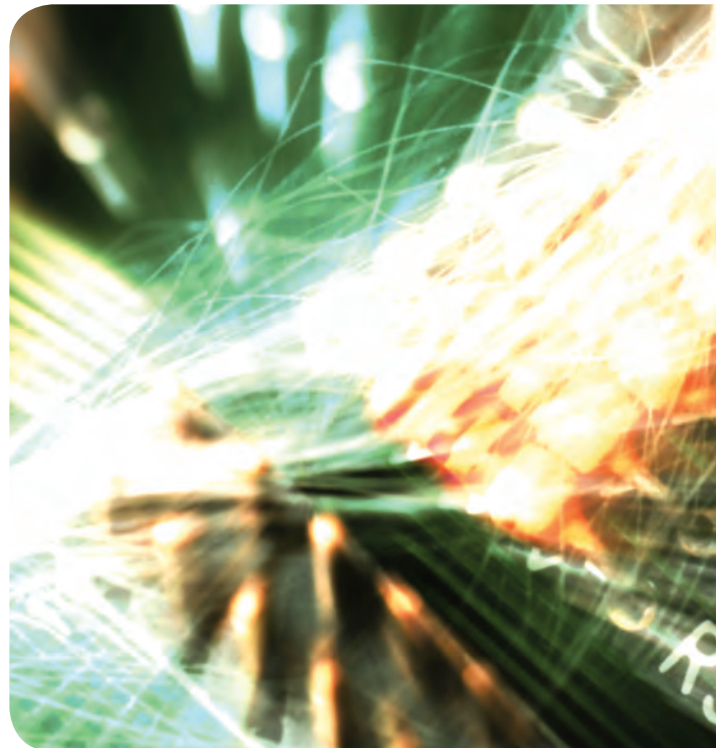
Winter Conference

- Board/Committee Meetings
- Lunch Speaker
- Afternoon tour or speakers

BENEFITS INCLUDE:

- Logo recognition on all marketing materials for the event
- On-site sponsor recognition during the event
- Opportunity to speak during the event

Your Electrical Association Sales Representative – Erica Nelson, 763-497-1778, erica@pierreproductions.com





Electrical Association

DISCOUNT PACKAGES

Platinum Package				10% DISCOUNT
Ads within	Size	Price	Frequency	Value
Electrical Assoc News	Full Tabloid	\$1,599.00	6	\$9,594.00
Electrical Assoc Alert	1/2 page	\$389.00	6	\$2,334.00
Annual Website	200wx600h	\$3,000.00	1	\$3,000.00
			Total	\$14,928.00
			Discounted Package Price	\$13,435.20
			Savings	\$1,492.80
			Discounted Member Package Price	\$12,091.68
			Savings	\$2,836.32
Gold Package				10% DISCOUNT
Ads within	Size	Price	Frequency	Value
Electrical Assoc News	Jumbo	\$809.00	6	\$4,854.00
Electrical Assoc Alert	1/4 page	\$195.00	6	\$1,170.00
Annual Website	200wx600h	\$3,000.00	1	\$3,000.00
			Total	\$9,024.00
			Discounted Package Price	\$8,121.60
			Savings	\$902.40
			Discounted Member Package Price	\$7,309.44
			Savings	\$1,714.56
Bronze Package				10% DISCOUNT
Ads within	Size	Price	Frequency	Value
Electrical Assoc News	Jumbo	\$809.00	6	\$4,854.00
Electrical Assoc Alert	1/4 page	\$195.00	6	\$1,170.00
6 month Website	200wx600h	\$275.00	6	\$1,650.00
			Total	\$7,674.00
			Discounted Package Price	\$6,906.60
			Savings	\$767.40
			Discounted Member Package Price	\$6,215.94
			Savings	\$1,458.06

Preferred Ad Position – Add \$79/per issue to the discounted package price.

ELECTRICAL ASSOCIATION NEWS

MEA News is a premier industry publication reaching approximately 425 MEA members plus 2,275 nonmember electrical contractors in the state of Minnesota.

Circulation – approximately 2,700

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

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

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

QUICK RESOURCE GUIDE

Quick Resource Guide Twice a year (March & September) – A Quick Resource Guide is inserted into the Electrical Association Newsletter. 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

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		

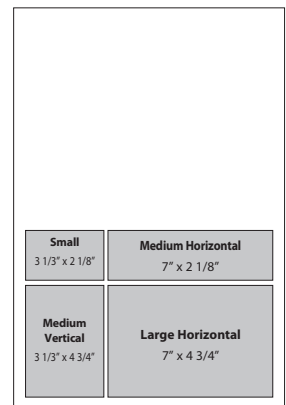
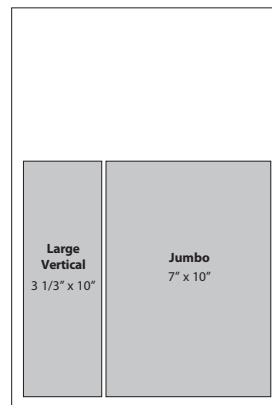
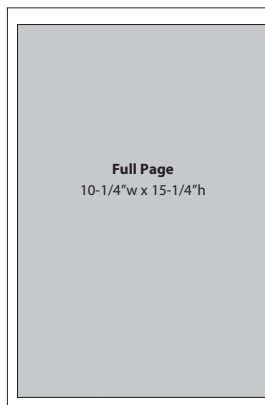
*When available / advertiser supplies the insert / size limitations exist.

**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.



Your Electrical Association Ad Sales Representative – Erica Nelson, 763-497-1778, erica@pierreproductions.com



ELECTRICAL ASSOCIATION MEMBER ALERT

An exclusive MEA member publication.

Circulation – approximately 525

Frequency – 6 times per year – February, April, June, August, October and December

Deadline – The 10th of the month prior to the month of publication (e.g., January 10 for the February issue)

Distribution – On or about the 1st of the month of issue (e.g., February 1st for the February issue)

ADVERTISING RATES

(prepayment required)

Members receive a 10% discount off below rates!

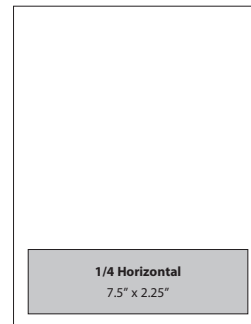
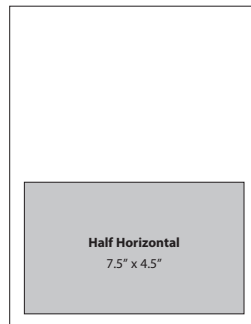
	1x	3x	6x
Outside back cover (1/2 page horizontal)	\$564	\$529	\$485
Front Cover (1/4 page horizontal)	\$273	\$257	\$239
Inside (1/2 page horizontal)	\$449	\$419	\$389
Education Insert (1/4 page horizontal)	\$219	\$205	\$195
Insert*	\$889	\$829	\$769

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

AD DIMENSIONS

Half page horizontal – 7.5" w x 4.5" h
 1/4 page horizontal – 7.5" w x 2.25" h

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A Word from the President
2019 Session Wrap-up
 by Joe Galenwood
 President, MEA Board of Directors

The 2019 session of the legislature concluded, and a Special session was called to finish the job that dealt with funding government and passed 10 major budget and tax bills. A big Thank You to Bill Gusinski for his hard work! The following is the final summary of the session:

A record number of bills was introduced this year, more than 2,700. Unfortunately for most members, the Minnesota Legislature is the only one in the country that has a divided legislature. The Senate was controlled by the Republicans and the House was controlled by the Democrats—the political differences to creating good budget and tax policy was extremely difficult to accomplish.

- The "retainage bill", was enacted and general contractors or owners will have to pay subcontractors in a timely basis. This will reduce the total amount of the retainage that can be withheld and require that payment process to begin at the "substantial completion" phase of the project. Retainage is not warranty work and we can now hope MEA contractors will get their retainage payment within 90 days of submitting their invoice. We have fought this battle for several years and finally made great progress this year.
- The DLI successfully secured legislation that would further curtail wage theft by employers. All of the provisions were reasonable and should only require a minimum amount of legislation as all of MEA's member contractors are against stealing wages from employees.
- The minimum wage bill and the sick & paid time off bill failed in conference committee, as did the statewide minimum wage increase. The Senate Republicans really dug in against these provisions in the Committee.

The Duty to Defend bill would have eliminated the practice of a general contractor requiring a subcontractor to pay for the general's defense in a lawsuit. This bill did not pass but will be considered next session.

The Conservation Improvement Program (CIP) will continue to make grants for energy retrofits, which is good for MEA contractors. Expansion of the CIP program to include electrician through "fuel switching" failed in the conference committee.

There was some discussion on changing the staffing ratio for solar installations. Unfortunately, the number of persons per journey worker electrician can supervise in solar installations did not change and remains at two.

The MN DLI supported legislation that would have required MEA contractors who do residential solar installation work to get a **Residential Remodeler Contractor License**. This would also require them to pay money into the Residential Remodeling Contractor Recovery Fund. This legislation passed the House but did not survive the conference committee. Electrical contractors doing solar installs on residences can continue to do that work within the scope of their Electrical Contractors license. This was a hard-fought battle against DLI and others and should be considered a big win for MEA!

The tax bill will provide long-term relief by making state tax law conform to the federal tax law changes that occurred two years ago. In addition, the tax bill provides for a reduction in the statewide property tax that is collected.

The 2020 Legislative Session is scheduled to begin on February 1, 2020. In the meantime, please contact Michelle at the MEA office if you have any new ideas or public policy concerns. We are always working hard to protect your interest. As able, please support the MEA PAC.



ADVERTISE AT www.ElectricalAssociation.com

The Online home of the Electrical Association is a popular resource for relevant industry information, including education & events, Association publications and membership information.

Newly Revamped!

Ads appear throughout the website!
Maximum of four advertisers per month. Ads will rotate every five seconds.

Top visited pages / average visits per month:

- Home page / 1050
- Code Books / 560
- Exam Prep / 450

Deadline: Reservation and art by the 25th of the month.

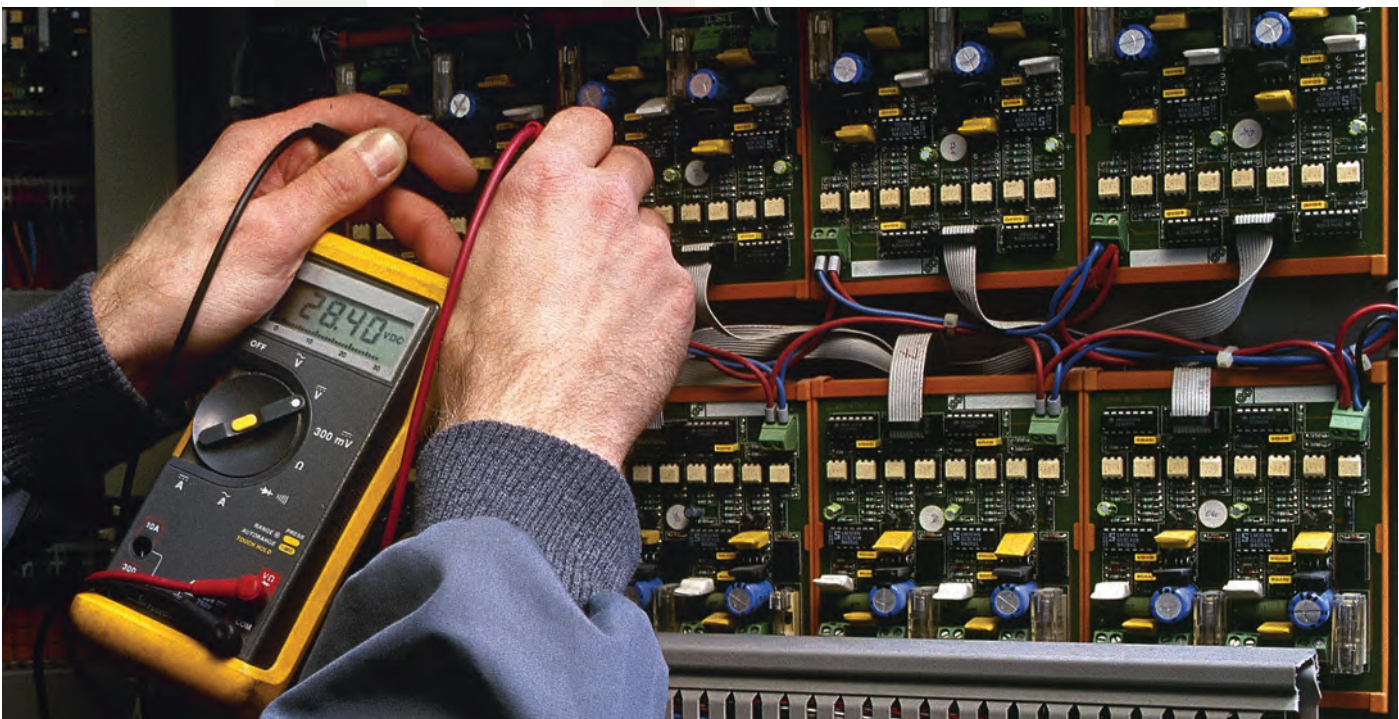
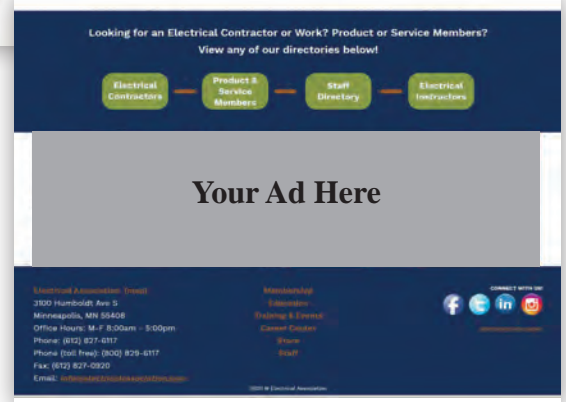
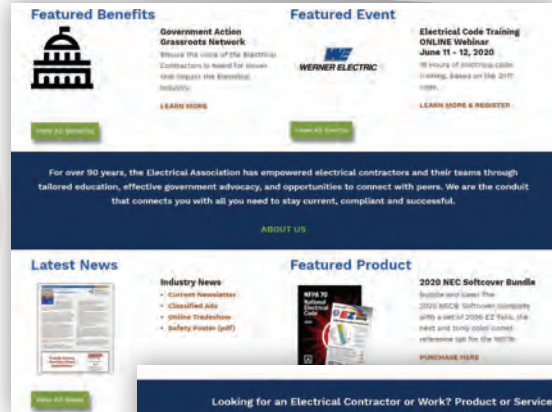
Ad Package - \$3,000/year or \$275/month

Members receive a 10% discount off these rates!

AD SPECIFICATIONS

Submit artwork sized to 1140 W x 300 H pixels (responsively shrinks to fit interior pages) as .jpg, .png or .gif no larger than 200KB.

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ELECTRICAL EXAM PREPARATION STUDENT STUDY GUIDE

The **Electrical Exam Preparation Student Study Guide** is an important and heavily used tool to those sitting for the Electrical Exam. It is used as the go-to guide for months as students prepare for the exam. Great for reaching electrical professionals early in their career!

Circulation – 300*
*100 per year for three years.

Frequency – Guide is produced once every three years.

Deadline – March 10, 2020

ADVERTISING RATES

One flat fee for three years!

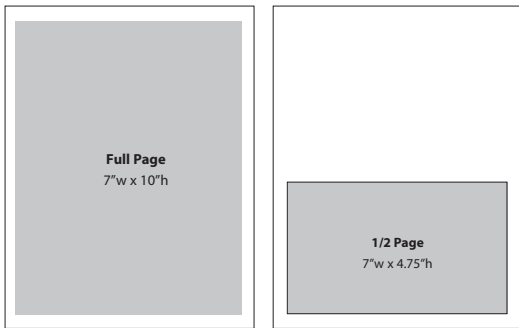
(prepayment required)

	1x
Outside Back Cover - Full Page	\$799
Inside Covers (front or back) - Full Page	\$699
1/2 Page*	\$349

*1/2 page ads to be placed on one of the covers where space is available.
Full page ads will receive priority placement.

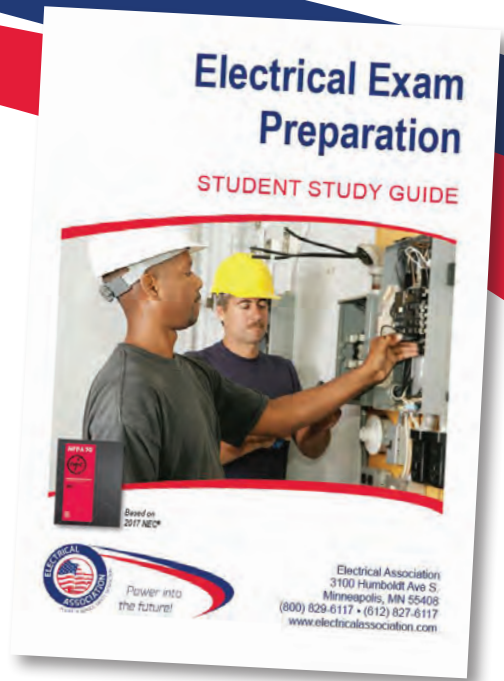
AD DIMENSIONS

Full Page – 7”w x 10”h
1/2 Page – 7”w x 4-3/4”h



Advertising opportunities are limited!

Members receive a 10% discount off below rates!



Guide good thru August 2023.



Benefits of Product/Service Membership

...an investment that stacks up above the rest.

ADVERTISING OPPORTUNITIES

- **Electrical Association Newsletters**
Distributed online and by direct mail. MEA members receive a 10% discount on advertising in this bi-monthly newsletter, distributed to roughly 2700 licensed electrical contractors, technology system contractors, and industry leaders.
- **MEA Quick Resource Guide**
Published twice a year and distributed both online and by direct mail. Your FREE listing includes:
 - Company Name, Designated Member Name
 - Phone, Fax and Toll Free Numbers, Web Site
 - Company Service with a short description
- **Web Site**
A FREE link from our web site to yours.

EDUCATION

- Free 8 hrs Association Code class for you or one of your clients.

NETWORKING

- **Product/Service Council**
As an automatic member of this council, you have a voice in the Association and the opportunity to inform us how it can better serve your needs.
- **Committee Participation**
As a member of a committee, you'll develop personal relationships that will quickly grow into business relationships.
- **Honorary Board Member**
One Product Service member will serve as a non-voting member of the Board of Directors. They will have the opportunity to develop business relationships with leaders in the industry and will be the voice for all of the Product Service members.
- **Host Association Events**
With events at your place of business, your staff can welcome contractors personally. Your company will be promoted on the invitation, in the newsletter, and at the event.

Electrical Association News

Keeps you informed of upcoming events and important industry information. Customers trust salespeople who what is going on know in their industry.

- **Electrical Association Alert**
This bi-monthly bulletin alerts members to legislative and business issues that affect the whole electrical industry.



Return the application to get started!

Workforce Development **CONNECTIONS** Young Contractors

Electrical Association Electrical Distributors

Leadership
 Entrepreneurship
Advocacy
 - Board of Electricity
 - OSHA & MN DOT
 - CCLD
Growth
Electrical Contractors
 Help & Info
Legal Advice
 Business Friends
 Your Voice at the Legislature
 Government Action
NEW Business
VALUE
 Newsletter Alerts
 Online Education
 - NEC Continuing Education
 - Apprenticeship Training
 - Licensing Examination Prep Course
 Wage & Benefit Survey
 AWAIR Manual

NEW Membership Application

PRODUCT SERVICE MEMBERSHIP \$315

(This application is intended for new product service members or those that have not been a member for 12+ months. For those that do not fall into either of these categories, please visit your account at www.electricalassociation.com or contact MEA at 612-827-6117 to renew your membership.)

Product Service Membership is for **companies who provide products and services to the electrical industry**. Examples of product service members include, but are not limited to, distributors, manufacturers, manufacturing reps, schools, utilities, accountants, attorneys, builders, architects (AIA), engineers, and equipment rental companies.

- Opportunities to host events and classes. Welcome contractors personally. Your company name will be promoted on the invitation, in the newsletter, and at the event.
- Product / Service Council. Tell us how we can better serve your needs.
- Opportunity to serve on the Board. One product service member serves as a non-voting member of the Board of Directors. Develop business relationships with leaders in the industry.
- Opportunity to join a committee. Develop personal and business relationships.
- Newsletters and government action alerts
- Discounts on advertising in the newsletters and online
- Free listing in the Quick Resource Guide
- Free link from MEA's website to yours
- Free 8 hrs Association code class for you or one of your clients

NEW MEMBER INFORMATION:

Company: _____

Designated Contact: _____

Address: _____

City/State/Zip: _____

Phone: _____

Fax: _____

Email: _____

Web Site: _____

Referred by: _____

How did you hear about us? _____

YOUR AREA OF SPECIALIZATION:

- | | |
|---|---|
| <input type="checkbox"/> Accounting | <input type="checkbox"/> Insurance |
| <input type="checkbox"/> Attorney | <input type="checkbox"/> Manufacturers |
| <input type="checkbox"/> Business Services | <input type="checkbox"/> Manufacturers Reps |
| <input type="checkbox"/> Distributor | <input type="checkbox"/> Rebates |
| <input type="checkbox"/> Equipment | <input type="checkbox"/> Recyclers |
| <input type="checkbox"/> Fuel / Fleet | <input type="checkbox"/> Schools |
| <input type="checkbox"/> Information Technology | <input type="checkbox"/> Utility Coops |
| | <input type="checkbox"/> Other _____ |

ENCLOSE PAYMENT WITH APPLICATION:

Yearly Dues: \$315

Check enclosed Credit Card (Visa, Mastercard, AmEx) #: _____

Exp. Date: _____ Security Code: _____ Name on Card: _____

Billing Address (if different than above): _____

YOUR MEA AD SALES CONTACT:

Erica Nelson, Sales Representative
Ph: 763-497-1778 • Fax: 763-497-8810
Email: erica@pierreproductions.com

RETURN YOUR APPLICATION WITH PAYMENT:

If sending check, mail to:
Electrical Association
3100 Humboldt Ave S., Minneapolis, MN 55408

Please reserve the following participation.
Return this order to Erica: erica@pierreproductions.com or
fax – 763-497-8810

Company Name: _____

Contact Person: _____ **Title:** _____

Billing Address: _____

Phone: _____ **Fax:** _____ **Email:** _____

**Yes – we would like to be involved as a 2020 Yearlong Sponsor
Commitment Deadline - December 10**

Investment \$2,499

*Please be sure we have a current/high resolution logo on file to use in sponsors recognition.

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

Advertiser Signature

Date

Your Ad Sales Contact:

Erica Nelson, Sales Representative – 763-497-1778 / erica@pierreproductions.com

Association 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 _____

Please reserve the following participation.
Return this order to Erica: erica@pierreproductions.com or
fax – 763-497-8810

Company Name: _____

Contact Person: _____ **Title:** _____

Billing Address: _____

Phone: _____ **Fax:** _____ **Email:** _____

Conference (check preference):

___ Spring ___ Summer ___ Summer

Element to Sponsor*: _____

Fee: (payable at time of order)

\$ _____

*Please be sure we have a current/high resolution logo on file to use in sponsors recognition.

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

Advertiser Signature

Date

Your Ad Sales Contact:

Erica Nelson, Sales Representative – 763-497-1778 / erica@pierreproductions.com

Association 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 _____



Electrical Association

Empowering Contractors

2020 Marketing Package Reservation Form

Please reserve the following participation.
Return this order to Erica: Erica@pierreproductions.com
or
fax – 763-497-8810

Company Name: _____

Contact Person: _____ Title: _____

Billing Address: _____

Phone: _____ Fax: _____ Email: _____

Marketing Package Name:

Fee: (payable at time of order) \$ _____

Additional Notes:

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

Advertiser Signature

Your Ad Sales Contact:

Erica Nelson, Sales Representative – 763-497-1778 / erica@pierreproductions.com

Association 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 _____

For Office Use: Per EA News _____ EA Alert News _____ Website News _____



Electrical Association

Empowering Contractors

News & Alert Advertising Order

Please reserve the following participation.

Return this order to Erica:

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 Electrical Association

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.

_____ January 20 _____	_____ May 20 _____	_____ September 20 _____
_____ March 20 _____	_____ July 20 _____	_____ November 20 _____

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

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.

_____ February 20 _____	_____ June 20 _____	_____ October 20 _____
_____ April 20 _____	_____ August 20 _____	_____ December 20 _____

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

Advertiser Signature _____

Date _____

Your Ad Sales Contact:

Erica Nelson, Sales Representative – 763-497-1778 / erica@pierreproductions.com

Association 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 _____

Please reserve the following participation.

Return this order to Erica:
erica@pierreproductions.com or
fax – 763-497-8810

Advertiser Name: _____

Contact Person: _____ Title: _____

Billing Address: _____

Phone: _____ Fax: _____ Email: _____

www.ElectricalAssociation.com	Please check here <input type="checkbox"/> if a member of the Association												
Home & Subpage Ad Package	_____ Annual (12 month) - \$3,000												
	Starting month/year _____												
	_____ Monthly* - \$275 per x # of months _____												
	= cost \$ _____												
	*check months below												
	Less Member discount \$- _____												
	Total cost of placement \$ _____												
If monthly, check months to run:	<table style="width: 100%; border: none;"> <tr> <td>_____ January 20__</td> <td>_____ May 20__</td> <td>_____ September 20__</td> </tr> <tr> <td>_____ February 20__</td> <td>_____ June 20__</td> <td>_____ October 20__</td> </tr> <tr> <td>_____ March 20__</td> <td>_____ July 20__</td> <td>_____ November 20__</td> </tr> <tr> <td>_____ April 20__</td> <td>_____ August 20__</td> <td>_____ December 20__</td> </tr> </table>	_____ January 20__	_____ May 20__	_____ September 20__	_____ February 20__	_____ June 20__	_____ October 20__	_____ March 20__	_____ July 20__	_____ November 20__	_____ April 20__	_____ August 20__	_____ December 20__
_____ January 20__	_____ May 20__	_____ September 20__											
_____ February 20__	_____ June 20__	_____ October 20__											
_____ March 20__	_____ July 20__	_____ November 20__											
_____ April 20__	_____ August 20__	_____ December 20__											
<small>Ad deadline is the 25th of the month prior to run.</small>													

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

Advertiser's Signature Date

Your Ad Sales Contact:
Erica Nelson, Sales Representative – 763-497-1778 / erica@pierreproductions.com

Association 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: ___ / ___ / ___ MasterCard Inter Bank N. (above your name) ___ ___

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 / 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.