



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

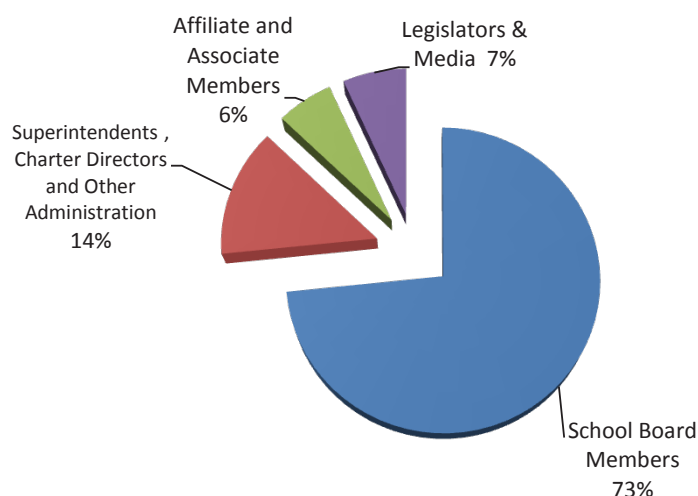
Minnesota's public schools spend millions of dollars every year on equipment, supplies and services. Reach key decision-makers responsible for setting education policies and making budget decisions — advertise in *The Journal*, the official magazine of the Minnesota School Boards Association!

Circulation

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

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

*A small percentage of our members have elected to view the publication electronically. It is available in print and electronic version to all.



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		\$1,025	\$965	\$929
Full-page Inside Front Cover		\$970	\$910	\$845
Full-page Inside Back Cover		\$970	\$910	\$845
Full Opposite Inside Front Cover		\$970	\$910	\$845
Full		\$735	\$670	\$619
1/2		\$570	\$510	\$470
1/4		\$405	\$335	\$309
Vendor Directory (12 months)		\$490	In the Journal AND Online	

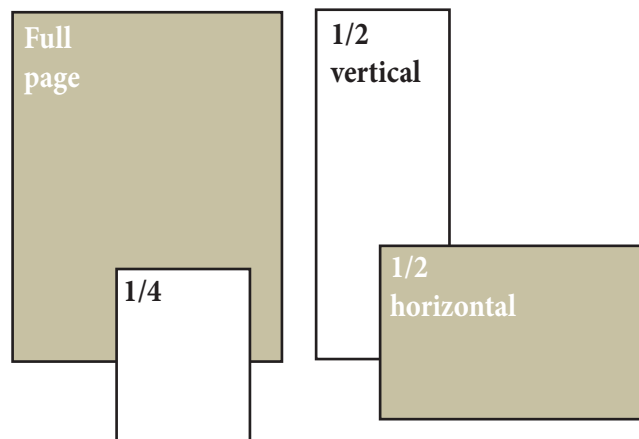
Jan.-Feb. Journal*

1x Rate
\$1,115
\$995
\$995
\$995
\$770
\$600
\$440

*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	\$3,800	\$555	15%
Half-Page	One Year	1/2	Five — 1/2	\$2,995	\$445	10%
Premier	One Year	Full	Pick Three — 1/2	\$2,395	\$395	10%
Quality	One Year	1/2	Pick Two — 1/2	\$1,870	\$360	5%
Economy	One Year	1/4	Pick One — 1/2	\$1,265	\$235	5%

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



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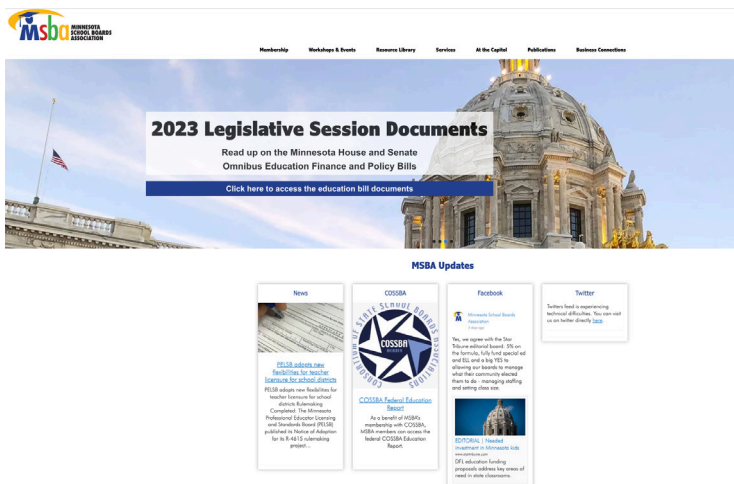
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Electronic Advertising Opportunities

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 Home Page	\$790	\$575	6 - rotating	900 x 425 pixels
MSBA eClippings Page	\$790	\$575	6 - static	250 x 100 pixels
Members Login Page	\$705	\$495	4 - static	550 x 225 pixels
MSBA Job Openings Page	\$545	\$335	2 - static	550 x 225 pixels

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



Website Home Page (www.mnmsba.org)

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

MSBA eClippings Page

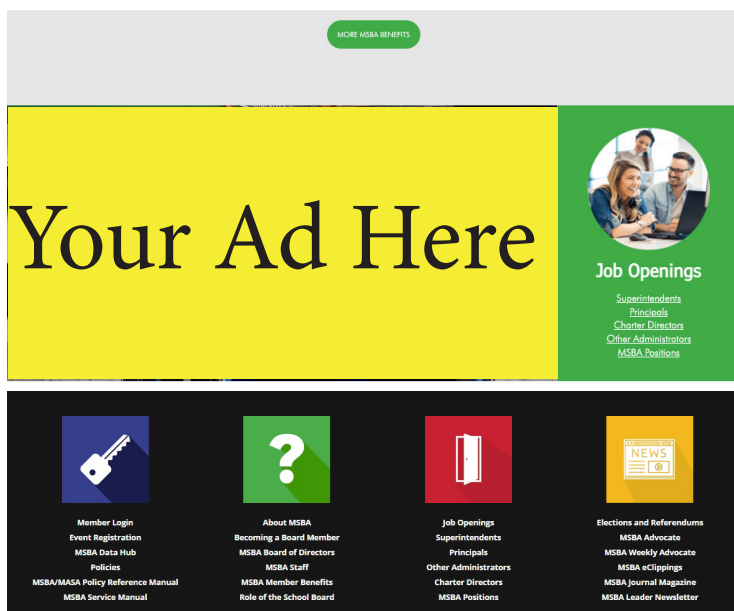
A daily electronic service updating members with education-related stories from the state's daily and weekly newspapers. This service has nearly 2,000 subscribers who receive an email link to the page, and gathers 7,100 views per month.

Member Login Page

A highly trafficked page where school board members log in to access members-only resources. The page receives 1,000 views per month.

Job Openings Page

A popular page listing superintendent, principal and administrative job opportunities around the state. These pages gather 1,800 views per month.



Advertising Contacts

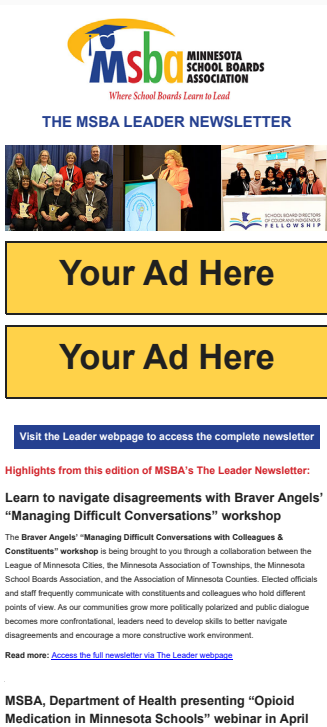
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The Leader E-Newsletter Advertising Options

MSBA offers advertising options in an e-newsletter — **The Leader**. The Leader highlights important updates for school board members, superintendents, charters and affiliates through a mass email the first Monday of the month.

View this email in your browser



MSBA MINNESOTA SCHOOL BOARDS ASSOCIATION
Where School Boards Learn to Lead

THE MSBA LEADER NEWSLETTER

Your Ad Here

Your Ad Here

Visit the Leader webpage to access the complete newsletter

Highlights from this edition of MSBA's The Leader Newsletter:

Learn to navigate disagreements with Braver Angels' "Managing Difficult Conversations" workshop

The Braver Angels' "Managing Difficult Conversations with Colleagues & Constituents" workshop is being brought to you through a collaboration between the League of Minnesota Cities, the Minnesota Association of Townships, the Minnesota School Boards Association, and the Association of Minnesota Counties. Elected officials and staff frequently communicate with constituents and colleagues who hold different points of view. As our communities grow more politically polarized and public dialogue becomes more confrontational, leaders need to develop skills to better navigate disagreements and encourage a more constructive work environment.

Read more: [Access the full newsletter via The Leader webpage](#)

MSBA, Department of Health presenting "Opioid Medication in Minnesota Schools" webinar in April

**New option:
Available
October
2023**

The Leader

- More than 3,500 subscribers
- Sent the first Monday 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 limited to two advertisers per month.

**Deadline:
25th of the
month prior.**

Options	1x	6x	12x	Dimensions width x height
Banner Ad	\$245	\$235	\$220	600 x 200 pixels

All images must have a minimum resolution of 72 DPI and must be in RGB color mode.

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



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The Update E-Newsletter Advertising Options

MSBA offers advertising options in an e-newsletter — **The Update**. The Update highlights important news and events for school board members, superintendents, charters and affiliates through a mass email three times a month.



Your Ad Here

Your Ad Here

Skip ahead to the sections that most interest you!

[The Weekly Advocate](#) — Read about the latest MSBA Action Alert and the week ahead at the Minnesota Legislature.

[The Leader Xtra](#) — Save the date for the MSBA Third Thursday Webinar Series, "Opioid Medication in Minnesota Schools," which is set for 1 p.m. Thursday, April 20.

[MSBA Workshops and Events](#) — Read about upcoming learning opportunities for MSBA members, including the Building a High-Performance School Board Team workshop, the Representing Your Community Through Policy and Engagement workshop, and our virtual networking sessions (Coffee & Conversation, Board Chair Chat, and The Friday Chat Room).

[Other Workshops and Events](#) — Learn about the Braver Angels "Managing Difficult Conversations with Colleagues & Constituents" workshop, a Minnesota Professional Educator Licensing and Standards Board (PELSB) webinar on

**New
option:
Available
October
2023**

**Deadline:
25th of the
month prior**

The Update

- More than 3,500 subscribers
- Sent the second, third and fourth Mondays each month
- The latest legislative analysis of education issues, K-12 issues and workshops targeted to school board members, superintendents, business officials and administrators
- Information on upcoming trainings, conferences and events
- Legal updates
- How new laws will affect districts
- Board workshops and webinars
- And much more!

Advertising opportunities are limited to two advertisers per month.

Options	1x	6x	12x	Dimensions width x height
Banner Ad	\$699	\$629	\$569	600 x 200 pixels

All images must have a minimum resolution of 72 DPI and must be in RGB color mode.

*Advertisers will appear three times a month in the Update email. Full-year discounts available to Journal package advertisers. See chart on Page 2.



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

*If a premier, quality or economy package advertiser – select your ad issues.

January/February Journal + Leadership Conference Program *(deadline Nov. 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 (deadline 25th of the month prior)

Length: _____ Full Year
_____ Half Year

Starting month: _____

Placement: _____ Home Page
_____ eClippings Page
_____ Members Login Page
_____ Job Openings Page

Rate: \$ _____

Rate: \$ _____

Rate: \$ _____

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 _____



eNewsletter Advertising Insertion Order

Reference current rate card – Deadline 25th of month prior
Complete and return to your ad sales rep: Erica Nelson
erica@pierreproductions.com / 763-497-1778 (phone)
erica@pierreproductions.com

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

The Leader eNewsletter Banner Ad – available beginning October 2023

Monthly Frequency*: ____ 1x ____ 6x ____ 12x **Rate:** \$ _____ per insertion
Less Journal Package Discount* of ____ %: \$ _____ per insertion
*See Journal Rate Sheet **Total:** \$ _____ per insertion

Issue(s) to run: _____

The Update eNewsletter Banner Ad – available beginning October 2023

Monthly Frequency*: ____ 1x ____ 6x ____ 12x **Rate:** \$ _____ per insertion
Less Journal Package Discount* of ____ %: \$ _____ per insertion
*See Journal Rate Sheet **Total:** \$ _____ per insertion

Issue(s) to run: _____

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 _____



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 \$490* (listing included with all packages)

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

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

Listing Fee (waived if with package)

\$0 or \$490 \$ _____

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.