



MINNESOTA SCHOOL BOARDS ASSOCIATION

JOURNAL

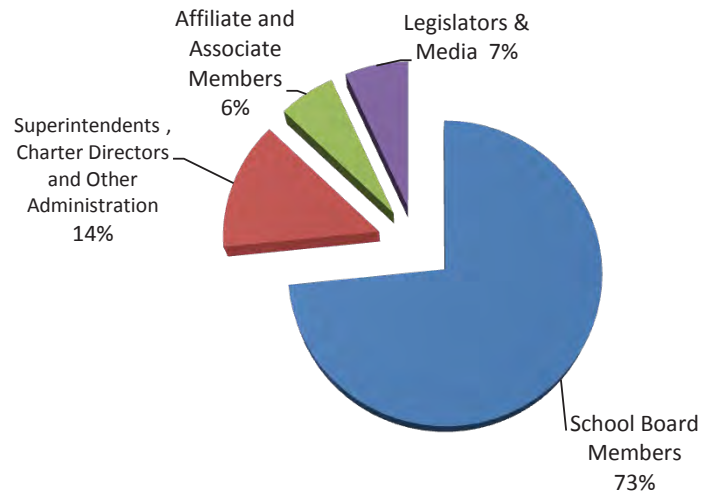
Advertising Rates

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 3,800 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		\$975	\$915	\$885
Full-page Inside Front Cover		\$920	\$860	\$805
Full-page Inside Back Cover		\$920	\$860	\$805
Full Opposite Inside Front Cover		\$920	\$860	\$805
Full		\$700	\$635	\$585
1/2		\$535	\$485	\$445
1/4		\$385	\$315	\$295
Vendor Directory (12 months)		\$465	In the Journal AND Online	

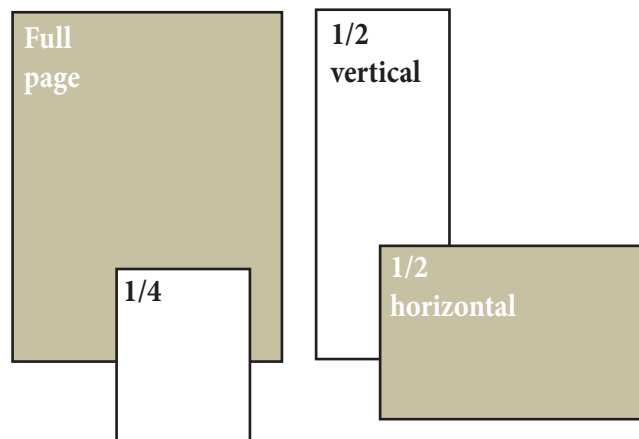
Jan.-Feb. Journal*

1x Rate
\$1,060
\$945
\$945
\$945
\$730
\$570
\$415

*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	\$3,620	\$500	15%
Half-Page	One Year	1/2	Five — 1/2	\$2,840	\$420	10%
Premier	One Year	Full	Pick Three — 1/2	\$2,280	\$370	10%
Quality	One Year	1/2	Pick Two — 1/2	\$1,780	\$325	5%
Economy	One Year	1/4	Pick One — 1/2	\$1,205	\$210	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 Home Page	\$750	\$550	6 - rotating	900 x 425 pixels
MSBA eClippings Page	\$750	\$550	6 - static	250 x 100 pixels
Members Login Page	\$670	\$470	4 - static	550 x 225 pixels
MSBA Job Openings Page	\$500	\$300	2 - static	550 x 225 pixels
The Leader Landing Page	\$500	\$300	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 Home Page (www.mnmsba.org) Advertising

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 10,000 views per month.

Member Login Page

A highly trafficked page where school board members log in to access members-only resources. The page receives 1,000 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 30,000 views per month.

Job Openings Page

A popular page listing superintendent, principal and administrative job opportunities around the state. These pages gather 8,000 views per month.

The Leader Landing Page

Sent monthly via email to all school board members, superintendents, charter school directors and affiliates. This service has more than 3,500 subscribers, who are sent an email with a link to a specific issue. Special Leader Xtra editions are sent to update members with breaking education changes.

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

For advertising, contact:
 Erica Nelson, Advertising Representative
erica@pierreproductions.com | 763-497-1778

YOUR AD HERE!

The Leader E-Newsletter Advertising Options

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

The Leader

- More than 3,500 subscribers
- Sent the first Tuesdays 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
- Special Leader Xtra Email sent each month
- 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.

The screenshot shows the MSBA logo and the title 'LEADER' in large blue letters. Below it is a headline: 'You can count on MSBA staff to help you during this current health crisis'. A quote from Kirk Schneselwaind is featured, along with a photo of him. A 'COVID-19 Information' box lists several items: a sign-up for a webinar, the MSBA Board Development Team's focus, event cancellations, and a risk management consultant. At the bottom of the screenshot are two banners: one for 'Partners in Education for 47+ Years' and another for 'Every Student in Minnesota RECEIVES \$43 from Iron Mining'.

YOUR BANNER AD HERE!

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

Options	1x (min. two ads/mo*)	12x (min. two ads/mo*)	Send 2 pieces of art for Leader and Xtra. Dimensions
Front Page Banner Ad	\$235	\$205	7.5" w x 1" h
Half-Page Ad	\$360	\$330	8.5" w x 5.5" h
Full-Page Ad	\$670	\$620	8.5" w x 11" h
Leader Xtra Bonus Ad	n/a	n/a	600 w x 300 h (pixels)

*Advertisers will appear in the monthly Leader publication as well as in at least one Leader Xtra Email. Two versions of art are needed - One for the Leader and one for the Xtra Email. Full-year discounts available to Journal package advertisers. See chart on Page 2.



Advertising Contacts

Erica Nelson, Advertising Representative | erica@pierreproductions.com | 763-497-1778
 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: _____ **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*: _____ March/April 20 _____ September/October 20 _____
 _____ May/June 20 _____ November/December 20 _____
 _____ July/August _____
(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
 _____ 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: _____ **Fax:** _____

Email: _____ **Website:** _____

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

Length: _____ Full Year
_____ Half Year **Starting month:** _____

Placement: _____ MSBA Home Page	(900w x 425h pixels)	Rate: \$ _____
_____ Members Login Page	(550w x 225h pixels)	Rate: \$ _____
_____ eClippings Page	(250w x 100h pixels)	Rate: \$ _____
_____ The Leader Landing Page	(550w x 225h pixels)	Rate: \$ _____
_____ Job Openings Page	(550w x 225h pixels)	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
_____ 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: _____ **Fax:** _____
Email: _____ **Website:** _____

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

Monthly Frequency*: ___ 1x ___ 12x

*Advertisers will appear in each issue during the month they run (2 runs per month)

Placement:

___ Front Page Banner Ad (7.5"w x 1"h) **Rate:** \$ _____ per insertion
 ___ Half Page Ad (8.5"w x 5.5"h) **Rate:** \$ _____ per insertion
 ___ Full Page Ad (8.5"w x 11"h) **Rate:** \$ _____ per insertion

(also send art for Leader Xtra Bonus Ad – 600 w x 300 h (pixels))

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

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

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 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: _____ 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 \$465* (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 \$465 \$ _____
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
_____ 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.