



E-Newsletters: *Giving Memo* and *MCF Notes*

MCF publishes two bi-weekly e-newsletters that give readers up-to-date, need-to-know information on grantmaking in Minnesota.

The open and click-through rates for MCF's e-newsletters are well above the nonprofit industry average – proof that MCF is providing reliable, valued content for end-users. Subscriber lists for both e-newsletters are carefully maintained and updated for each issue.

To maximize advertising exposure, MCF limits advertising opportunities to two ads per e-newsletter issue.

Giving Memo targets the nonprofit community and gives up-to-date details on grantmaker deadlines and funding changes, links to recently released research and publications, latest news about grantmakers, job postings and personnel changes, and professional development opportunities.

- 3,400 subscribers – primarily nonprofit leaders and staff encompassing a robust array of sectors, including education, health, media, the arts, corporate giving, and consulting.
- 31.5% open rate (well above the nonprofit industry average of 17.5%*)

Readers can't resist our content!

MCF's e-newsletters are opened at a rate well above the national nonprofit industry average.

MCF Notes, written exclusively for MCF members, provides resources and tools funders need, including research on top-of-mind issues in grantmaking, the latest media coverage of foundations, program announcements, job postings and personnel changes, and professional development and networking opportunities.

- Distributed to 1,300 executives and staff at MCF member foundations and corporate giving programs, which award \$900 million in grants annually and include the top grantmakers in the state.
- 29.3% open rate (well above the nonprofit industry average of 17.5%*)

* *The Nonprofit Times*, Oct. 22, 2009

2011 E-Newsletter Publication Calendar

Giving Memo and *MCF Notes*, MCF's two e-newsletters, are published every other Tuesday.

| | | |
|---------|----------|---------|
| Jan. 4 | May 24 | Oct. 11 |
| Jan. 18 | June 7 | Oct. 25 |
| Feb. 1 | June 21 | Nov. 8 |
| Feb. 15 | July 5 | Nov. 22 |
| Mar. 1 | July 19 | Dec. 6 |
| Mar. 15 | Aug. 2 | Dec. 20 |
| Mar. 29 | Aug. 16 | |
| Apr. 12 | Aug. 30 | |
| Apr. 26 | Sept. 13 | |
| May 10 | Sept. 27 | |



E-Newsletter Advertising Rates

| | Giving Memo (nonprofits; 3,400 subscribers) | MCF Notes (member grantmakers; 1,300 subscribers) | Giving Memo and MCF Notes (4,700 subscribers) |
|--------------------------------|---|--|--|
| 1x rate | \$125 | \$100 | \$200 |
| 4x rate | \$110 (\$440 total) | \$85 (\$340 total) | \$175 (\$700 total) |
| 13x rate (1/2 year) | \$100 (\$1,300 total) | \$75 (\$975 total) | \$150 (\$1,950 total) |

E-Newsletter Advertising Specifications

Image format:

- 130 pixels x 220 pixels
- .jpg or .gif (max. 3 loops)
- One link (please provide URL)
- Maximum 3 frames

Text format:

- Maximum 5 lines
- Up to 65 characters per line (including spaces)

Ads are accepted on a first-come, first-served basis. Space is limited.

Minnesota Council on Foundations Giving Forum Advertising Contact

Betsy Pierre
952.903.0505, ext. 1
betsy@pierreproductions.com

MCF E-Newsletter Advertising Order Form

Ad Specifications

MCF's e-mail newsletters are published bi-weekly on Tuesdays.
Copy and images are due by noon the Thursday before publication.

Image format:

- 130 pixels x 220 pixels
- #333333, 1 px border
- .jpg or .gif (max. 3 loops)
- One link (please provide URL)

Text format:

- Maximum 5 lines
- Up to 65 characters per line (including spaces)

Ads are accepted on a first-come, first-served basis. Space is limited.

All advertising is subject to publisher approval and agreement by advertiser to indemnify and protect the publisher from loss or expense on suits or claims based upon the subject matter of such advertisement.

2011 Date(s) Requested:

- | | | |
|----------------------------------|----------------------------------|-----------------------------------|
| <input type="checkbox"/> Jan. 4 | <input type="checkbox"/> May 10 | <input type="checkbox"/> Sept. 13 |
| <input type="checkbox"/> Jan. 18 | <input type="checkbox"/> May 24 | <input type="checkbox"/> Sept. 27 |
| <input type="checkbox"/> Feb. 1 | <input type="checkbox"/> June 7 | <input type="checkbox"/> Oct. 11 |
| <input type="checkbox"/> Feb. 15 | <input type="checkbox"/> June 21 | <input type="checkbox"/> Oct. 25 |
| <input type="checkbox"/> Mar. 1 | <input type="checkbox"/> July 5 | <input type="checkbox"/> Nov. 8 |
| <input type="checkbox"/> Mar. 15 | <input type="checkbox"/> July 19 | <input type="checkbox"/> Nov. 22 |
| <input type="checkbox"/> Mar. 29 | <input type="checkbox"/> Aug. 2 | <input type="checkbox"/> Dec. 6 |
| <input type="checkbox"/> Apr. 12 | <input type="checkbox"/> Aug. 16 | <input type="checkbox"/> Dec. 20 |
| <input type="checkbox"/> Apr. 26 | <input type="checkbox"/> Aug. 30 | |

Payment (Pre-payment required)

Giving Memo

(nonprofits; 3,400 subscribers)

MCF Notes

(member grantmakers; 1,300 subscribers)

Both e-newsletters

(4,700 total)

1x rate: _____ \$125

_____ \$100

_____ \$200

4x rate: _____ \$110 (\$440 total)

_____ \$85 (\$340 total)

_____ \$175 (\$700 total)

13x rate: _____ \$100 (\$1,300 total)

_____ \$75 (\$975 total)

_____ \$150 (\$1,950 total)

_____ Text Ad _____ Image Ad

_____ Text Ad _____ Image Ad

_____ Text Ad _____ Image Ad

TOTAL PAYMENT AMOUNT

\$ _____

Check enclosed (payable to Minnesota Council on Foundations)

Credit card (check one): _____ Visa _____ MasterCard

Billing information for credit card orders (please print your billing address as it appears on your credit card statement):

Name _____

CC # _____

Expiration Date _____ / _____

Authorized signature _____

Date _____

Contact Information

Name _____ Organization _____

Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____ Website _____

E-mail ad files (with link URL) to betsy@pierreproductions.com. Fax your completed order form and payment to 763.295.2550.

Questions? Call Betsy Pierre at 952.903.0505, ext. 1.



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