

# GIVING FORUM

## 2012 Advertising Information

Reach Minnesota's grantmaking and nonprofit leaders with *Giving Forum*, the quarterly publication of the Minnesota Council on Foundations (MCF). *Giving Forum* features:

- Original articles about the state's leading foundations and corporate giving programs
- Unique perspectives on community issues
- The latest MCF research on trends in charitable giving

**And *Giving Forum* is an essential industry source of news and information!**

**MCF members grant \$900 million annually** – nearly three quarters of all grantmaking in Minnesota. Members include:

- Community and other public foundations
- Corporate foundations and giving programs
- Family and private foundations



**84%** of readers say that *Giving Forum* is the best source for news and information about Minnesota grantmaking and philanthropy.

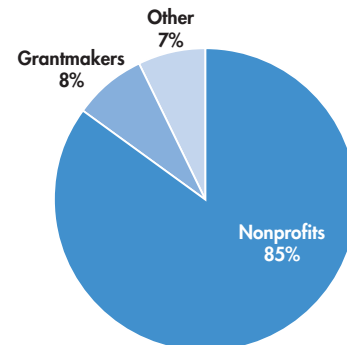
**86%** of readers read most or every issue.

**83%** read most or some ads in each issue.

**33%** of readers have visited an advertiser's website.

**21%** have saved an ad for future reference.

**Circulation - 15,500**  
**Readership - 34,000**



All statistics from the 2011 Giving Forum readership study.

### Giving Forum Advertising Contacts

Jocelyn Cox – 952.426.0526 – [jocelyn@pierreproductions.com](mailto:jocelyn@pierreproductions.com)  
Betsy Pierre – 763.295.5420 – [betsy@pierreproductions.com](mailto:betsy@pierreproductions.com)

# Giving Forum 2012 Calendar

Issue	Materials Deadline	Theme
Winter	December 1	Addressing Poverty's Interconnected Causes
Spring	March 1	Community Foundations: From Rural to Urban
Summer	June 1	Collaboration: Accomplishing More Together
Fall	September 1	Dos and Don'ts of Grantseeking and Grantmaking

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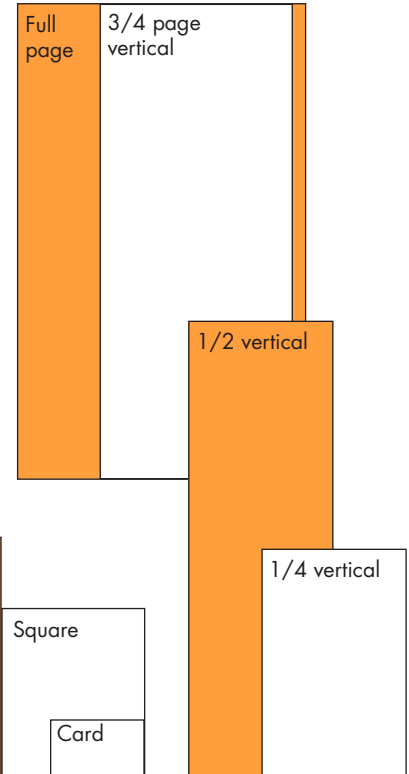
## Advertising Rates\*

Size	1x Rate	4x Rate
Full Page	\$1,040	\$935
3/4 Page	\$780	\$700
1/2 Page	\$575	\$520
1/4 Page	\$375	\$340
Square	\$305	\$270
1/8 Page	\$225	\$205
Business Card	\$100	\$90

\*Effective 11/11

## Ad Dimensions

Size	Width	Height
Full Page	10.25"	15.625"
3/4 Page V	7.5"	15.625"
1/2 Page V	5"	15"
1/2 Page H	10.25"	7.5"
1/4 Page V	5"	7.5"
1/4 Page H	10.25"	3.75"
Square	5"	5"
1/8 Page V	2.375"	7.5"
1/8 Page H	5"	3.5"
Business Card	3.25"	1.875"



## Color Options

Color	Rate
PMS 137U (orange)	\$100
PMS 279U (blue)	\$100
Spot Color (limited number per issue)	\$200

## Giving Forum Sponsorships

Associate your brand with ours! MCF's *Giving Forum* provides valued content from a high-profile, trusted source.

	Sponsor: \$5,000	Partner: \$3,000	Supporter: \$1,000
Front-page recognition in issue	Name, logo & brief description	Name & logo	Name only
Complimentary <i>Giving Forum</i> ad	1/4 page (with PMS 279 or 137)	1/8 page (with PMS 279 or 137)	Business Card ad
Complimentary copies of issue	50	30	10
Web recognition on <i>Giving Forum</i> pages on <a href="http://mcf.org">mcf.org</a>	Logo	Logo	Name only
E-newsletter recognition in issue that highlights <i>Giving Forum</i>	Logo	Name only	



MINNESOTA COUNCIL  
ON FOUNDATIONS

100 Portland Avenue South, Suite 225  
Minneapolis, Minnesota 55401-2575

t 612.338.1989  
f 612.337.5089

info@mcf.org  
www.mcf.org

# Giving Forum Advertising Order Form

## Fax to: 612.623.2855

	<b>Width</b>	<b>Height</b>	<input type="checkbox"/> <b>1x Rate</b>	<input type="checkbox"/> <b>4x Rate</b>
<input type="checkbox"/> <b>Full Page</b>	10.25"	15.625"	\$1040	\$935
<input type="checkbox"/> <b>3/4 Page Vertical</b>	7.5"	15.625"	\$780	\$700
<input type="checkbox"/> <b>1/2 Page Vertical</b>	5"	15"	\$575	\$520
<input type="checkbox"/> <b>1/2 Page Horizontal</b>	10.25"	7.5"	\$575	\$520
<input type="checkbox"/> <b>1/4 Page Vertical</b>	5"	7.5"	\$375	\$340
<input type="checkbox"/> <b>1/4 Page Horizontal</b>	10.25"	3.75"	\$375	\$340
<input type="checkbox"/> <b>Square</b>	5"	5"	\$305	\$270
<input type="checkbox"/> <b>1/8 Page Vertical</b>	2.375"	7.5"	\$225	\$205
<input type="checkbox"/> <b>1/8 Page Horizontal</b>	5"	3.5"	\$225	\$205
<input type="checkbox"/> <b>Business Card</b>	3.25"	1.875"	\$100	\$90

### Issue

Place my ad in the following issue(s):

	<u>Deadline</u>
<input type="checkbox"/> Winter, 20__	December 1
<input type="checkbox"/> Spring, 20__	March 1
<input type="checkbox"/> Summer, 20__	June 1
<input type="checkbox"/> Fall, 20__	September 1

Additional charges for color:  \$100 for  PMS 279U or  137U (please check one)

\$200 for one spot color of advertiser's choice; number of color ads available is limited

Spot PMS: \_\_\_\_\_

Special instructions: \_\_\_\_\_

## Contact Information

Name \_\_\_\_\_ Organization \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 E-mail \_\_\_\_\_ Website \_\_\_\_\_

## For ad reservations or more information, please contact:

Jocelyn Cox, 952.426.0526, 612.623.2855 (fax), [jocelyn@pierreproductions.com](mailto:jocelyn@pierreproductions.com); or  
 Betsy Pierre, 763.295.5420, 763.295.2550 (fax), [betsy@pierreproductions.com](mailto:betsy@pierreproductions.com)

Signing below constitutes agreement to the details listed above and to the Giving Forum General Terms & Conditions.

\_\_\_\_\_  
 Authorized signature

\_\_\_\_\_  
 Date

## Payment Options

- Check enclosed (payable to Minnesota Council on Foundations)  Invoice (net 30 days)  
 Visa  MasterCard

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

Name \_\_\_\_\_ Signature \_\_\_\_\_

CC # \_\_\_\_\_ Expiration date \_\_\_\_ / \_\_\_\_ 3-digit security code \_\_\_\_\_

Charge options for 4x Ads (mark choice) Charge full amount (4x) \_\_\_\_\_ Charge each issue (1x) \_\_\_\_\_



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## Giving Forum Advertising Specifications

- Art Submission:** *Press quality PDFs preferred with fonts embedded. All fonts and graphics (EPS and TIF files) must be embedded in the file. MCF will not accept responsibility for font problems or low-resolution bitmapping in ads submitted in PDF file format. MCF does not accept native QuarkXPress, PageMaker, InDesign, Photoshop or Illustrator files. (At least 200 dpi. Half-tones at least 65-85 lpi/100 lpi preferred )*
- Dimensions:** *Refer to rate card for ad dimensions.*
- Color:** *For spot color art, please make sure art separates black + pms*
- Send artwork to:** *Jocelyn Cox, Sales Representative - 952.426.0526  
jocelyn@pierreproductions.com  
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 Council on Foundations.*

*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 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 typefaces (Futura and Times New Roman) will not be used.*

*The advertiser agrees that all submit 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 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.*

*Artwork will not be returned to the advertiser unless requested in writing by the advertiser at the time of artwork submission. The advertiser will be responsible for all shipping costs of the artwork.*

*Advertising rates subject to change. All rates guaranteed for the duration of original contract. Advertising must be inserted within one year of first insertion to earn frequency rates. An advertiser who does not complete a committed schedule will be subject to a one-time rate.*

*Advertisers will be invoiced following the printing of the publication. Invoices are payable within 30 days. Publisher reserves the right to request advance payment. Past due ads will be charged an additional 5% of rate for each 30 days late.*

*Cancellation of any portion of the Insertion Order voids any frequency discount. Preferred placements are non-cancellable. Other cancellations must be made prior to closing date.*