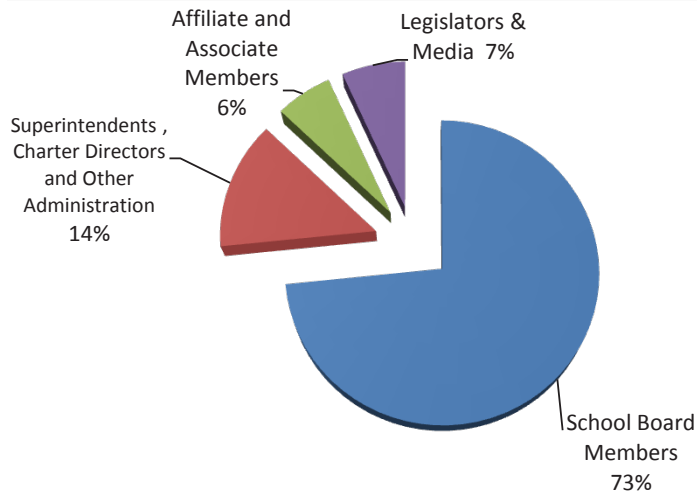




# MINNESOTA SCHOOL BOARDS ASSOCIATION JOURNAL 2012 Advertising Rates

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 4,200 superintendents, school board members, administrators and others.

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

**STAR AWARD for BEST EDUCATION MAGAZINE TWO YEARS RUNNING!**

— Minnesota School Public Relations Association

## Advertising Deadlines

	January-February*	March-April	May-June	July-August	September-October	November-December**
Advertising Deadline	December 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	4x Rate
Half-page Outside Back Cover		\$890	\$840	\$799
Full-page Inside Front Cover		\$840	\$780	\$729
Full-page Inside Back Cover		\$840	\$780	\$729
Full Opposite Inside Front Cover		\$840	\$780	\$729
Full		\$640	\$580	\$529
1/2		\$490	\$440	\$399
1/4		\$350	\$290	\$269
Vendor Directory (12 months)		\$420		

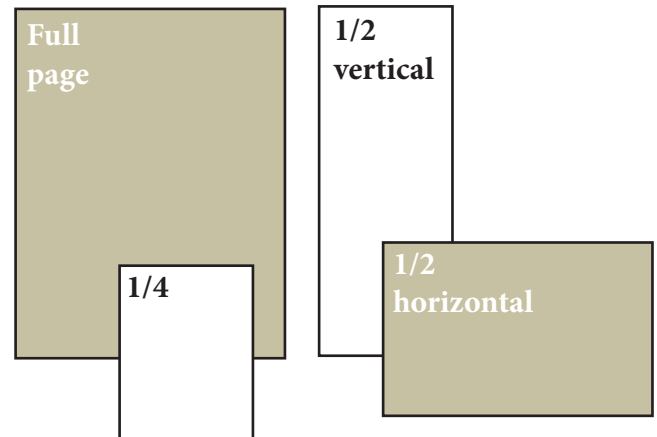
## Jan.-Feb. Journal\*

1x Rate
\$960
\$860
\$860
\$860
\$660
\$510
\$370

\*Leadership Conference Program Issue

## Advertisement Specs/Dimensions

Dimensions	Width (in.)	Height (in.)
Trim Size	8.5	11
Inside Covers & Fulls (May bleed off .125" from trim)	7	9.5
Outside Back Cover	7.5	5
1/2 horizontal	7.5	5
1/2 vertical	3.5	10.25
1/4	3.5	5



## Special Packages\*\*

Save dollars with these package options!

All ads are full color!

Package	Price	Savings	Vendor Directory Listing	Ad in Jan.-Feb. Journal issue**	Ad in other five issues of Journal
Full-Page	\$3,330	\$650	One Year	Full	Five — Full
Half-Page	\$2,580	\$550	One Year	1/2	Five — 1/2
Premiere	\$2,000	\$400	One Year	Full	Pick Three — 1/2
Quality	\$1,610	\$300	One Year	1/2	Pick Two — 1/2
Economy	\$1,080	\$200	One Year	1/4	One — 1/2

\*\*Full payment required

Packages qualify for guaranteed placement with \$200 per ad fee



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# Electronic Advertising Options

In addition to The Journal, the Minnesota School Boards Association has logo visibility and embedded web page link advertising options online at [www.mnmsba.org](http://www.mnmsba.org).

## Website Home Page ([www.mnmsba.org](http://www.mnmsba.org)) Advertising

This is the portal to the Minnesota School Boards Association website. MSBA has approximately 2,500 members.

**Annual Fee: \$600**

Limited to four advertisers

Get a \$50 discount per page if you purchase a Journal package!

## News Clipping Services

A daily electronic service updating members with education-related stories from the state's daily and weekly newspapers. This service has more than 1,700 subscribers.

**Annual Fee: \$400**

Limited to four advertisers

## Members Area

A highly trafficked page at [www.mnmsba.org](http://www.mnmsba.org) where school board members register for events, training and access exclusive resources.

**Annual Fee: \$400** Limited to four advertisers

## Job Openings

A popular page at [www.mnmsba.org](http://www.mnmsba.org) listing new superintendent, principal and administrative job opportunities around the state.

**Annual Fee: \$400** Limited to four advertisers

## Boardcaster Newsletter

A biweekly newsletter distributed to more than 2,500 individuals filled with information about upcoming association events and training, association news, school district news, personal notes and much more.

**Annual Fee: \$400** Limited to four advertisers

## Management Services Newsletter

A monthly newsletter distributed to more than 2,500 people focusing on timely administrative topics.

**Annual Fee: \$400** Limited to four advertisers



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Advertising Insertion Order - Reference current rate card

Complete and fax to 763-497-8810

Your Ad Sales Rep: Erica Nelson 763-497-1778 /

erica@pierreproductions.com

Advertiser: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, ZIP: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

### The Journal

Package: \_\_\_\_\_ Rate: \$ \_\_\_\_\_ per Insertion

or

Ad Size (Full Color) \_\_\_\_\_ Frequency Rate: \_\_\_\_\_ 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
(deadlines-1 <sup>st</sup> of month prior to run month)	May/June	20	November/December	20
	July/August	20		

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

### January/February Journal + Leadership Conference Program

Ad Size (Full Color) \_\_\_\_\_ Rate: \$ \_\_\_\_\_

Placement: Run of publication Back Cover Inside Front Cover Opp. Inside Front

Inside Back Cover Other-\$200 fee applies for "other" request \_\_\_\_\_

### Electronic Advertising

Choice #1: \_\_\_\_\_ Annual Fee: \$ \_\_\_\_\_

Choice #2: \_\_\_\_\_ Annual Fee: \$ \_\_\_\_\_

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

\_\_\_\_\_  
Advertiser's Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Countersigned by MN School Boards Association Rep

\_\_\_\_\_  
Date

**Full Payment Required:**  Total payment is enclosed (Check payable to MSBA)  Please Invoice  Credit Card  
Circle One: \_\_\_\_\_ Visa \_\_\_\_\_ Mastercard \_\_\_\_\_ American Express \_\_\_\_\_

Number (please print legibly): \_\_\_\_\_ Expiration: \_\_\_\_/\_\_\_\_

Name on card: \_\_\_\_\_ Security Code \_\_\_\_\_



**Vendor Directory Order- Reference current rate card**  
**Complete and fax to 763-497-8810**  
 Your Ad Sales Rep: Erica Nelson 763-497-1778 /  
 erica@pierreproductions.com

**Marketing Contact Information:**

**Company:** \_\_\_\_\_  
**Contact Person:** \_\_\_\_\_  
**Address:** \_\_\_\_\_  
**City, State, ZIP:** \_\_\_\_\_  
**Telephone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_  
**Email:** \_\_\_\_\_ **Website:** \_\_\_\_\_

**FOR PUBLISHING - Information to be printed (If different from above):**

**Company:** \_\_\_\_\_  
**Contact Person:** \_\_\_\_\_  
**Address:** \_\_\_\_\_  
**City, State, ZIP:** \_\_\_\_\_  
**Telephone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_  
**Email:** \_\_\_\_\_ **Website:** \_\_\_\_\_

**Yes, include us in the Vendor Directory. Fee \$420\* (listing included with all packages)**

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

Actuary	Financial Management	Technology
Architects/Engineers/Facility Planners	Fire & Security	Technology Education
Athletic Facilities	Floor Coverings	Transportation
Athletic Sport Floors/Surfacing	Food Service Products & Services	Wireless Communications
Attorneys	Indoor Air Quality	Other: _____
Auditorium Seating	Janitorial Contract Services	
Commissioning	Labor Relations	<b>Listing Fee</b> \$420
Computer Lab Equipment	Lift Equipment Rental	<b>Add'l Categories(2)</b>
Construction Products & Management	Lockers	_____ x \$80= \$_____
Cost Estimating	Management Support	<b>Add'l Categories(3 or more)</b>
Document Management Solutions	Modular Classrooms	_____ x \$65= \$_____
Door Sales & Service	Municipal Lease Financing	<b>Directory Total</b> \$_____
Educational Programs/Services	Playgrounds	
Electrical Engineers/AV Systems	Public Finance	
Employee Assistance Program	School Supplies/Furniture	
Energy Solutions	Security/Communications Systems	
Environmental Consultants	Software Systems	
Facilities Maintenance & Supplies		

Signing below constitutes agreement to the details listed above and to the Minnesota School Boards

\_\_\_\_\_  
 Advertiser's Signature Date

\_\_\_\_\_  
 Countersigned by MN School Boards Association Rep Date

**Full Payment Required:**  Total payment is enclosed (Check payable to MSBA)  Please Invoice  Credit Card  
 Circle One: Visa Mastercard American Express  
 Number (please print legibly): \_\_\_\_\_ Expiration: \_\_\_\_/\_\_\_\_  
 Name on card: \_\_\_\_\_ Security Code \_\_\_\_\_

## **Mechanical Requirements**

<u>Print Art Submission:</u>	Press quality PDFs preferred with fonts and photos embedded
<u>Electronic Art Submission:</u>	.jpg for print or .gif for web is preferred
<u>Dimensions:</u>	Refer to rate card for ad dimensions.
<u>Ad creation:</u>	Ads can be designed from your supplied copy. Call for details.
<u>Send artwork to:</u>	Erica Nelson – <a href="mailto:erica@pierreproductions.com">erica@pierreproductions.com</a> / 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.*