

MINNESOTA SCHOOL BOARDS ASSOCIATION

JOURNAL MAGAZINE ADVERTISING RATES

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’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!

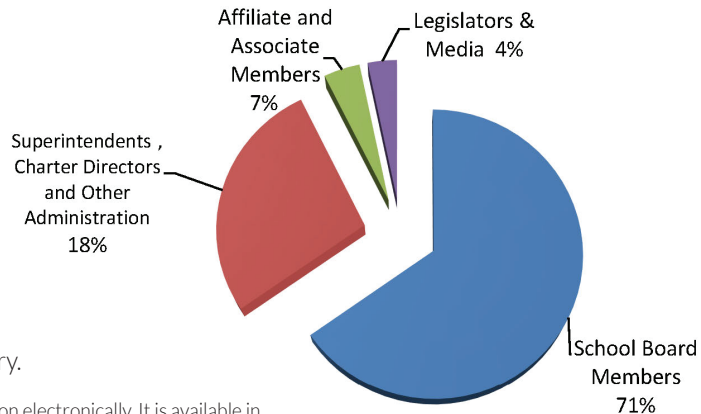


CIRCULATION

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

Issue	Jan-Feb*	Mar-Apr	May-Jun	Jul-Aug	Sept-Oct	Nov-Dec**
Advertising Deadline	Nov 1	Feb 1	Apr 1	Jun 1	Aug 1	Oct 1

*January-February issue – Leadership Conference Program Issue

**November-December issue – Leadership Conference Preview Issue



ADVERTISING CONTACTS

Erica Nelson, Advertising Representative | erica.nelson@ewald.com | 763-497-1778
Betsy Pierre, Advertising Manager | betsy.pierre@ewald.com | 763-295-5420

THE JOURNAL ADVERTISING OPTIONS

JOURNAL ADVERTISEMENT RATES

Options	1x	3x	5x
Outside Back Cover	\$1,060	\$995	\$960
Full-page Inside Front Cover	\$1,000	\$940	\$875
Full-page Inside Back Cover	\$1,000	\$940	\$875
Full Opposite Inside Front Cover	\$1,000	\$940	\$875
Full	\$760	\$690	\$640
1/2	\$590	\$525	\$485
1/4	\$420	\$350	\$320
Vendor Directory (12 months)	\$510	In the Journal AND Online	

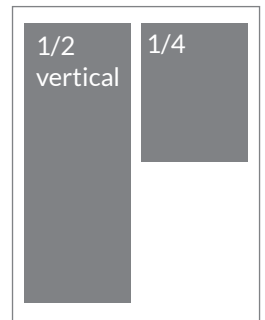
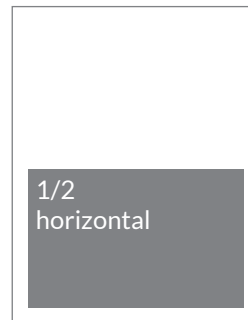
JAN.-FEB. JOURNAL*

1x
\$1,150
\$1,025
\$1,025
\$1,025
\$795
\$620
\$455

*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	\$3,915	\$590	15%
Half-Page	One Year	1/2	Five - 1/2	\$3,085	\$470	10%
Premier	One Year	Full	Pick Three - 1/2	\$2,470	\$410	10%
Quality	One Year	1/2	Pick Two - 1/2	\$2,000	\$310	5%
Economy	One Year	1/4	Pick One - 1/2	\$1,310	\$245	5%

FULL PAYMENT REQUIRED

PACKAGES QUALIFY FOR PREFERRED PLACEMENT WITH \$200 PER AD FEE

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ELECTRONIC ADVERTISING OPPORTUNITIES

The Minnesota School Boards Association website 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	\$815	\$595	6 - rotating	900 x 425 pixels
MSBA eClippings Page	\$815	\$595	6 - static	your logo (500 pixels wide)
Members Login Page	\$730	\$510	4 - static	550 x 225 pixels
MSBA Job Openings Page	\$565	\$345	2 - static	550 x 225 pixels

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

WEBSITE HOMEPAGE

The portal to the MSBA website is a great spot for maximum visibility. MSBA has more than 2,500 members. The MSBA website homepage gathers more than 63,000 view per year.

MSBA ECLIPPINGS PAGE

A daily electronic service updating members with education-related stories from the state's daily and weekly newspapers. The eClippings has nearly 1,500 subscribers who receive an email link to the eClippings webpage. The eClippings webpage gathers more than 51,000 views per year.

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. The Job Openings webpage gathers more than 16,000 views per year.



WEBSITE HOMEPAGE



ECLIPPINGS PAGE



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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.



The MSBA Leader Newsletter



YOUR AD HERE

[Click here to access the MSBA Leader newsletter](#)

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

Join MSBA next week at the 2024 MSBA Leadership Conference — "Innovative Leadership: Preparing Students for Success"

The [MSBA Leadership Conference](#) — "Innovative Leadership: Preparing Students for Success" — is scheduled for Thursday, January 11, and Friday, January 12, 2024, at the Minneapolis Convention Center. The conference will feature workshops on a variety of topics, an Exhibit Hall, a School Excellence Showcase, an Early Bird Session focused on cyber issues, a Recognition Luncheon, and much more! Visit the [MSBA website](#) for details.

Read more: [Access the January 2024 newsletter for more information](#)

THE LEADER

- More than 3,500 subscribers
- Sent the first and third Mondays 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.

Option	1x	6x	12x	Dimensions width x height
Banner Ad	\$255	\$245	\$230	900 x 300 pixels

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

*Ads will appear in the month's Leader issue announcement email AND within the month's Leader content online.

Full-year discounts available to Journal package advertisers. **See chart on Page 2.**

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JOURNAL ADVERTISING INSERTION ORDER

Reference the current rate card. Complete and return to your ad sales rep:
Erica Nelson, erica.nelson@ewald.com, 763-497-1778.

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



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ELECTRONIC ADVERTISING INSERTION ORDER

Reference the current rate card. Complete and return to your ad sales rep:
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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: <input type="checkbox"/> Home Page	Rate: \$ _____
<input type="checkbox"/> eClippings Page	Rate: \$ _____
<input type="checkbox"/> Members Login Page	Rate: \$ _____
<input type="checkbox"/> Job Openings Page	Rate: \$ _____

Less Journal Package Discount* of _____ %: \$ _____

*See Journal Rate Sheet

Total: \$ _____

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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

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E-NEWSLETTER ADVERTISING INSERTION ORDER

Reference the current rate card. Complete and return to your ad sales rep:
Erica Nelson, erica.nelson@ewald.com, 763-497-1778.

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

The Leader eNewsletter Ad (deadline 25th of the month prior)	
Monthly Frequency* : ____ 1x ____ 6x ____ 12x	Rate : \$ _____ per insertion
Less Journal Package Discount* of ____ %	\$ _____ per insertion
*See Leader Rate Sheet	Total : \$ _____ per insertion
Issue(s) to run: _____	

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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 _____



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VENDOR DIRECTORY ORDER

Reference the current rate card. Complete and return to your ad sales rep:
Erica Nelson, erica.nelson@ewald.com, 763-497-1778.

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 \$510* (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	Listing Fee (waived if with package)
<input type="checkbox"/> Computer Lab Equipment	<input type="checkbox"/> Insurance	\$0 or \$510 \$ _____
<input type="checkbox"/> Construction Mgmt & Consulting Svc	<input type="checkbox"/> Janitorial Contract Services	Add'l Categories/Expense
<input type="checkbox"/> Cost Estimating	<input type="checkbox"/> Labor Relations	Per for up to 2
<input type="checkbox"/> Document Management Solutions	<input type="checkbox"/> Lift Equipment Rental	_____ x \$80= \$ _____
<input type="checkbox"/> Door Sales & Service	<input type="checkbox"/> Lockers	Per for up to 3 or more
<input type="checkbox"/> Educational Programs/Services	<input type="checkbox"/> Management Support	_____ x \$65= \$ _____
<input type="checkbox"/> Electrical Engineers/AV Systems	<input type="checkbox"/> Natural Grass Fields	Directory Total \$ _____
<input type="checkbox"/> Employee Assistance Program	<input type="checkbox"/> Playgrounds	Listing is for 12 months/6 issues of
<input type="checkbox"/> Energy Solutions	<input type="checkbox"/> Public Finance	the Journal. Starting issue: _____
<input type="checkbox"/> Environmental Consultants	<input type="checkbox"/> School Supplies/Furniture	
<input type="checkbox"/> Facilities Maintenance & Supplies	<input type="checkbox"/> Security/Comm Systems	

For office use only: To HQ on _____ Package rate for listing \$ _____

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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: _____ / _____

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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.nelson@ewald.com, phone: 763-497-1778
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.



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