



Newsletter Advertisement Rates, Terms, and Conditions

Ad Rates, Sizes and Placement:

Type	Price	Placement	Width	Height
Top Banner	\$340	above first article	480px	90px
Large Banner	\$170	below last article	480px	175px

Circulation: The MPI Minnesota Chapter newsletter is distributed by email to all current and prospective chapter members (typically more than 500+ recipients) on the first Wednesday of each month.

Issue Preference: Issue preferences are not guaranteed. MPI Minnesota Chapter may limit the total number of ads within a given issue. Purchased ads are published on a first-come, first-served, space-available basis.

Closing Dates: Payment is due two weeks prior to the publication date of the preferred issue. Ad files are due five business days prior to the issue publication date.

Ad Specifications:

- Dimensions: Ad must conform to the dimensions specified for the selected size.
- Format: Ad must be a single-image, web-ready graphic in static PNG (preferred), JPG, or GIF format (no animation, video or audio).
- Behavior: Ad will link to the URL provided by the advertiser.
- Availability: Ad dates are on a first-come, first-served basis.

Ad Submission: Upload web-ready ad file with payment or by email to office@mpimn.org.

Payment: Rates are noncommissionable. Ads will not be published until payment has been made.

Sponsors: No additional payment is required for advertisements included as a benefit of sponsorship. Advertising dollars are not considered contributions and therefore are not included in the accumulation of dollar values for MPI Minnesota Chapter sponsorship levels. The advertisement sponsorship benefit may not be transferred or extended beyond the Chapter's fiscal year.

Terms: All Advertisers having contract rates must have signed agreements. Rates may be increased on 10 days' notice. Advertisers on contract are protected from rate increases for the duration of the contract. MPI Minnesota Chapter reserves the right to refuse or cancel any advertisement. In no event will MPI Minnesota Chapter be responsible for errors or omissions if Advertiser does not supply the correct copy by the closing date. Advertiser agrees to defend and indemnify MPI Minnesota Chapter against any and all liability, loss or expense incurred from claims of trademarks, trade names or patents, violations of rights of privacy and infringements of copyrights and proprietary rights resulting from the publication of Advertiser's ads.

Updated 9/28/18, effective 10/13/18.