



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 SCHOOL BOARDS ASSOCIATION

JOURNAL

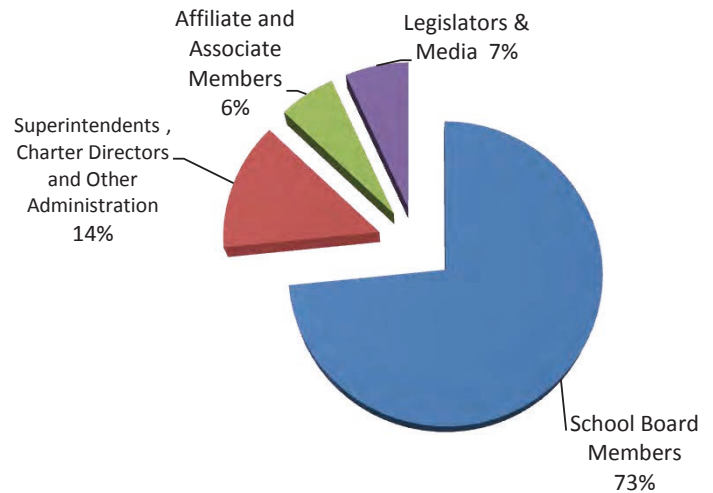
Advertising Rates

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 3,700** superintendents, school board members, administrators and others.

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



Advertising Deadlines

	January-February*	March-April	May-June	July-August	September-October	November-December**
Advertising Deadline	November 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	5x Rate
Outside Back Cover		\$995	\$935	\$899
Full-page Inside Front Cover		\$940	\$880	\$820
Full-page Inside Back Cover		\$940	\$880	\$820
Full Opposite Inside Front Cover		\$940	\$880	\$820
Full		\$715	\$650	\$599
1/2		\$550	\$495	\$455
1/4		\$395	\$325	\$299
Vendor Directory (12 months)		\$475 In the Journal AND Online		

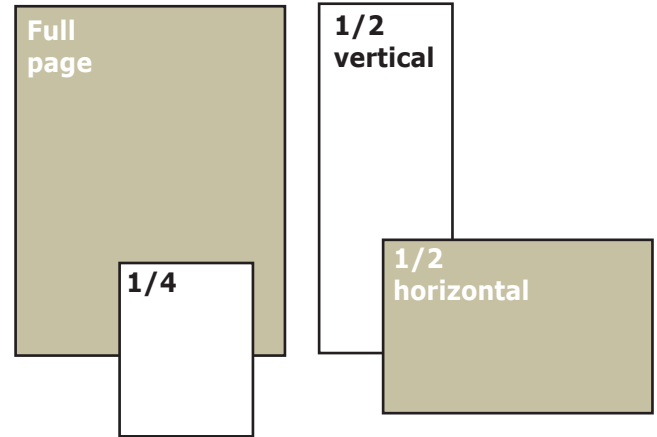
Jan.-Feb. Journal*

1x Rate
\$1,080
\$965
\$965
\$965
\$745
\$580
\$425

*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 <small>(May bleed to 8.625" by 8.125")</small>	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	\$3,690	\$525	15%
Half-Page	One Year	1/2	Five - 1/2	\$2,899	\$430	10%
Premier	One Year	Full	Pick Three - 1/2	\$2,325	\$380	10%
Quality	One Year	1/2	Pick Two - 1/2	\$1,815	\$340	5%
Economy	One Year	1/4	Pick One - 1/2	\$1,230	\$220	5%

Full payment required | Packages qualify for guaranteed placement with \$200 per ad fee



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Electronic Advertising Opportunities

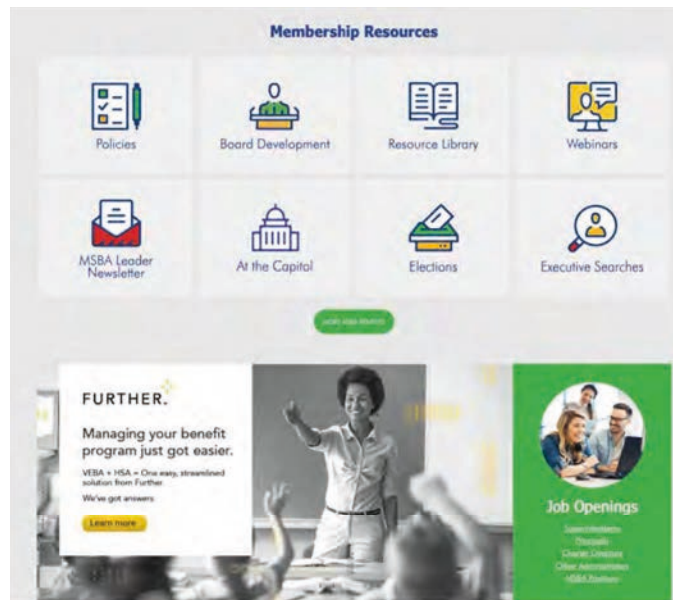
The Minnesota School Boards Association website (www.mnmsba.org) is a hub for industry information. MSBA's frequently visited website is a great marketing option!

Hotlinked Ad Options	Full year	Half year	Maximum Advertisers	Ad Dimensions (w x h /300 dpi)
MSBA Homepage	\$765	\$560	6 - rotating	900 x 450 pixels
MSBA eClippings Page	\$765	\$560	6 - static	high-resolution logo
Members Login Page	\$685	\$480	4 - static	550 x 225 pixels
MSBA Job Openings Page	\$525	\$325	2 - static	550 x 225 pixels
The Leader Landing Page	\$510	\$305	4 - static	550 x 225 pixels

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

Website Homepage Advertising

This is the portal to the website, and a great spot for maximum visibility. MSBA has more than 2,500 members. This page gathers more than 6,600 views per month.



Job Openings Page

A popular page listing the superintendent, principal and administrative job opportunities around the state. These pages gather 3,600 views per month.

The Leader Landing Page

Sent monthly via email to all school board members, superintendents, charter school directors and affiliates. This newsletter has more than 3,200 subscribers, who are sent an email with a link to the Leader landing page.

Note: Ad options exist within each issue of The Leader. See next page for rate card for options for The Leader.

MSBA eClippings Page

A daily electronic service updating members with education-related stories from the state's daily and weekly newspapers. This service has nearly 2,000 subscribers who receive an email link to the page, and gathers more than 15,700 views per month.



Member Login Page

A highly trafficked page where school board members log in to access members-only resources. The page receives nearly 750 views per month.



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 affiliate

The screenshot shows the top of the 'The Leader' e-newsletter. It features the MSBA logo (Minnesota School Boards Association) and the word 'LEADER' in large blue letters. The date is Wednesday, March 18, 2020. The main headline reads: 'You can count on MSBA staff to help you during this current health crisis'. Below this is a quote from Kirk Schneidawind, Executive Director, and a 'COVID-19 Information' sidebar with bullet points about webinars, board development, event cancellations, and a consultant. At the bottom of the screenshot are two banners: one for 'Partners in Education for 47+ Years' by ISG and another for 'Every Student in Minnesota RECEIVES \$43 from Iron Mining'.

↑

YOUR BANNER AD HERE!
Deadlines: Ads should be submitted one week prior to publication.

The Leader

- More than 3,200 subscribers
- Sent the first Tuesday of 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 district
- Board governance information
- And much more!

Advertising opportunities are available on a first-come basis

Advertising opportunities exist on The Leader landing page, as well. See **Electronic Advertising Opportunities** on preceding page for information.

Options	1x	12x	Art dimensions for Leader
Front Page Banner Ad	\$240	\$210	7.5" w x 1" h
Half-Page Ad	\$370	\$340	8.5" w x 5.5" h
Full-Page Ad	\$685	\$635	8.5" w x 11" h

*Advertisers will appear in the monthly Leader publication. Full-year discounts available to Journal package advertisers. **See chart on Page 2.**



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