



## 2009 Nonprofit News Advertising Calendar

### Spring 2009

Mailed: May 21  
Deadline: April 14

### Summer 2009

Mailed: August 1  
Deadline: June 16

### Fall 2009

Mailed: November 15  
Deadline: September 30

# Nonprofit News Advertising

MCN's quarterly newsletter delivered to more than  
12,000 nonprofit and community leaders

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The ability to advertise in MCN's quarterly newsletter, *Nonprofit News*, is available only to MCN associate and nonprofit members.

**A Unique Publication:** *Nonprofit News* is published as a benefit to MCN members. It is filled with informational articles, timely resources and practical how-to applications. It cuts across industry lines – from executive leadership articles and fundraising advice, to human resources information and finance and management tips. MCN is dedicated to making *Nonprofit News* a useful publication that nonprofits will look forward to receiving and reading cover to cover.

**Continued Resource:** Our readers tend to keep issues of *Nonprofit News* to pass along to colleagues and to refer to at later times. Because our readers see *Nonprofit News* as a continued resource, your advertisement has a shelf-life longer than just when the publication hits the mailbox.

**Our Readers:** *Nonprofit News* is mailed quarterly to more than 12,000 nonprofit and community leaders in Minnesota. Our readers are executive directors, finance managers, human resources professionals, marketing and communications professionals, fundraisers, technology experts, public policy advocates and other nonprofit managers. We reach beyond the executive director to the nonprofit management staff that make decisions that impact your business.

#### Production Requirements:

All ads must be created in black and white only and be self-contained in a black frame or box measuring the specified dimensions. Submissions must be camera-ready or provided digitally as a PDF file with all fonts and graphics embedded. Ads and payment must be received by the submission deadline to ensure placement. All ads will be placed run of press (ROP).

Submit Ads and Payment To:  
Christine Durand, *Nonprofit News* editor, [cdurand@mncn.org](mailto:cdurand@mncn.org), or mail to MCN, 2314 University Ave. W., Ste. 20, St. Paul, MN 55114-1802.

#### 2009 Rates:

Size	Width	Height	Rate
(a) 1/3 page vertical	2 1/4"	10"	\$700
(b) 1/3 page horizontal	7 1/2"	3"	\$700
(c) 1/4 page	5"	3 1/2"	\$500
(d) 1/6 page	2 1/4"	5"	\$400

**Member Discounts:** Advocate level associate members receive a 50 percent discount on ads in *Nonprofit News*. Ally level associate members receive one free quarter-page ad in any issue during their membership year. All artwork must be provided and meet the production requirements.

(reservation form on following page)



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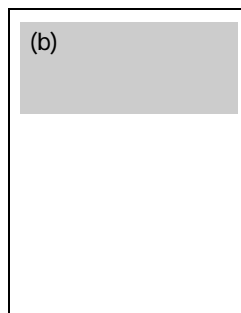
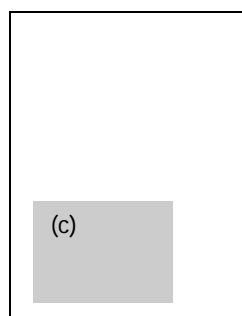
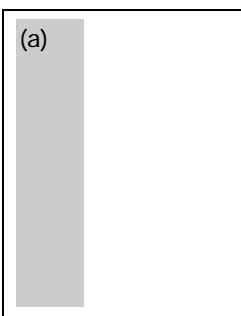
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## ad reservation form

to reserve your advertisement:

1. Complete the reservation form, including the ad size, issue(s), and MCN membership level.

2. Submit ads and payment by the deadline to: Christine Durand, *Nonprofit News* editor, [cdurand@mncn.org](mailto:cdurand@mncn.org), mail to MCN, 2314 University Ave. W., Ste 20, St. Paul, MN 55114, or fax form and payment to 651-642-1517.

## 2009 Nonprofit News Advertising

### advertiser information

\_\_\_\_\_ main contact name for the advertisement

\_\_\_\_\_ title

\_\_\_\_\_ business name

\_\_\_\_\_ organization's street address

\_\_\_\_\_ city / state / zip

\_\_\_\_\_ ten digit phone \_\_\_\_\_ contact person's e-mail

\_\_\_\_\_ membership level (ads are limited to MCN members/associates)

\_\_\_\_\_ ad size \_\_\_\_\_ *Nonprofit News* issue(s)

### payment

My ad will be sent separately via e-mail.

Fees enclosed: \_\_\_\_\_

Check enclosed.  Please bill my VISA or MasterCard.

\_\_\_\_\_ card # \_\_\_\_\_ exp. date

\_\_\_\_\_ name (as it appears on card)

\_\_\_\_\_ organization name (if corporate card)

\_\_\_\_\_ billing address (if different than above)

\_\_\_\_\_ cardholder signature