

Minnesota Counties

A quarterly publication of the Association of Minnesota Counties.

2021 ADVERTISING RATES & DEADLINES

Market Your Products and Services Directly to All 87 Minnesota Counties!

Advertising in *Minnesota Counties*, the Association of Minnesota Counties' (AMC) main communications vehicle, delivers your message to more than 3000 readers (including key county officials and staff, state legislators, mayors and more!) with each edition.

We're moving to a publication schedule of four issues per year (quarterly--please see below) and each edition is also available online at www.mncounties.org. Each issue of this newspaper contains notices of upcoming AMC events, summaries of recent activities, individual county news, and features about and for counties.

If you have any questions, please contact me at 651-789-4332 or email pizinger@mncounties.org. I look forward to working with you and helping you deliver your message to Minnesota's counties!

Sincerely,
Becky Pizinger
Editor, *Minnesota Counties*

2021 *Minnesota Counties* SUBMISSION DEADLINES

<u>ISSUE</u>	<u>DEADLINE</u>
January/February/March	Friday, January 22, 2021
April/May/June	Friday, April 23, 2021
July/August/September	Friday, July 23, 2021
October/November/December	Friday, October 22, 2021

Please e-mail your ad to Becky Pizinger at pizinger@mncounties.org.



2021 DISPLAY ADVERTISING RATES (rates listed per issue and include full color)					DISCOUNTS FOR PREFERRED BUSINESS PARTNERS Any frequency	
AD SIZE	WIDTH X HEIGHT	1x	2x	4x	PREMIER	ASSOCIATE
Back (Full) Page	9 ¹ / ₂ x 14 ⁵ / ₈	\$1100	\$995	\$775	50% discount	50% discount
Half Horizontal	9 ¹ / ₂ x 7 ¹ / ₄	\$750	\$675	\$525	FREE	50% discount
Half Vertical	4 ⁵ / ₈ x 14 ⁵ / ₈	\$750	\$675	\$525	FREE	50% discount
Quarter	4 ⁵ / ₈ x 7 ¹ / ₄	\$675	\$600	\$475	FREE	50% discount

You're Not an AMC Preferred Business Partner? You should be!

Please visit www.mncounties.org/pbp to find out all of the benefits of becoming a Preferred Business Partner and apply today.

PRODUCTION NOTES

Please send all ads as high-resolution files (no less than 300dpi)

.TIF, .EPS or high-resolution PDF preferred!

Can also accept InDesign, Illustrator, Photoshop (include all fonts or convert to outlines)

Please e-mail your ad copy to Becky Pizinger at pizinger@mncounties.org.

TERMS

Payment with order required for all first-time insertions.

Accounts payable net 30 days. Rates are non-commissionable.

All advertising is subject to the approval of the publisher. Publisher reserves the right to refuse any advertising which may be considered objectionable to the readers. Any advertisement resembling editorial copy must contain the word "ADVERTISEMENT" above any copy.

Publisher reserves the right to change its advertising rates with thirty (30) days written notice.



ADVERTISING AGREEMENT

Minnesota Counties, a publication of the Association of Minnesota Counties

ADVERTISER: _____

CONTACT PERSON: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ FAX: _____

CONTACT'S E-MAIL: _____

AD SIZE:

- Full Page
- Half Horizontal
- Half Vertical
- Quarter

STARTING MONTH/YEAR: _____

ENDING MONTH/YEAR: _____

PLACEMENT:

- General
- Back Page (first come basis)
-

MONTHS OF INSERTION:

- January/February/March
- April/May/June
- July/August/September
- October/November/December

NUMBER OF INSERTIONS:

- 1x
- 2x
- 4x

2021 DISPLAY ADVERTISING RATES <small>(rates listed per issue and include full color)</small>					DISCOUNTS FOR PREFERRED BUSINESS PARTERS <small>Any frequency</small>	
AD SIZE	WIDTH X HEIGHT	1x	2x	4x	PREMIER	ASSOCIATE
Back (Full) Page	9 ¹ / ₂ x 14 ⁵ / ₈	\$1100	\$995	\$775	50% discount	50% discount
Half Horizontal	9 ¹ / ₂ x 7 ¹ / ₄	\$750	\$675	\$525	FREE	50% discount
Half Vertical	4 ⁵ / ₈ x 14 ⁵ / ₈	\$750	\$675	\$525	FREE	50% discount
Quarter	4 ⁵ / ₈ x 7 ¹ / ₄	\$675	\$600	\$475	FREE	50% discount

Enter number of insertions _____ x cost of ad _____ = \$ _____

Preferred Business Partner DISCOUNT = \$ _____

TOTAL = \$ _____

Prepayment is required for all first-time advertisers. Repeat advertisers will be billed monthly following publication of the newspaper.

AUTHORIZING SIGNATURE _____

TITLE _____ DATE _____

ADVERTISER- PLEASE MAKE A COPY FOR YOUR RECORDS, AND RETURN THE ORIGINAL SIGNED CONTRACT TO:
Association of Minnesota Counties, 125 Charles Avenue, St. Paul, MN 55103-2108, Attn: Becky Pizinger

TERMS OF CONTRACT

1. The Company acknowledges that any changes in the specifications and/or schedule or cancellations must be in writing and must arrive at AMC before closing date for materials. Ads canceled after the space reservation deadline will be billed at 100%.
 2. If the Advertiser fails to fulfill the terms of this agreement, all display advertising billing will be Short Rated and Advertiser agrees to pay the appropriate frequency for all advertising space used during the life of this Advertising Agreement. If at the end of any year the Advertiser has used space in excess of the amount stated in this Agreement sufficient to entitle the Advertiser to a lower rate, the Publisher, on advertiser request, shall recompute its charges for space actually used during the said agreement year at the applicable agreement rates in effect when such space was used which will permit the Advertiser to earn the lowest rate based on the Advertiser's actual performance.
 3. If new copy is not supplied by the closing date for materials, the last advertisement will be repeated or the minimum space charged in accordance with the agreement requirement.
 4. If at any time the Publisher determines that the financial responsibility of the Advertiser is not satisfactory, the Publisher can require cash payment in advance or satisfactory security.
 5. The Advertiser must pay for any advertising purchased during any given month (including any prior balances and service charges) in order to qualify for the agreement rate. The Publisher's maximum service charge will be limited to 1.5% interest which is compounded monthly. This service charge will be calculated on all balances left unpaid after 28 days from billing date. In the event an Advertiser defaults on payment when due, if the Advertiser fails to perform in accordance with this agreement, or if there is such a change in advertiser's condition, financial or otherwise, as in the Publisher's opinion increases the risk, then the Publisher may refuse to grant further credit and may declare any outstanding balances owed the Publisher immediately due and payable. The Advertiser agrees to pay the same forthwith and all costs of collection, including reasonable attorney's fees.
 6. Such rates, discounts, terms and conditions are subject to revision by the Publisher at any time or as otherwise specified in the rate card. In the event the Publisher makes any such revision, the Advertiser may, by written notice to the Publisher, terminate this agreement on either (a) the effective date of such revision or (b) ten days after the Advertiser has received notice to such revision, whichever is the later, without liability for unused space and without short rate. Mailing or a revised rate card or billing to the advertiser of such revised rates, discounts, terms and conditions will constitute notice of such revision. If the Advertiser does not terminate this Agreement, then upon the effective date of such revision, the rates, discounts, terms and conditions of this Agreement shall be those contained herein and in the said revised rate card.
 7. The Publisher, at its option, may, during any agreement year terminate this agreement if the Advertiser fails to pay any amount when due or otherwise fails to perform in accordance with this Agreement, and in the event the Publisher so terminates the Agreement, the Advertiser, upon being billed by the Publisher, shall promptly pay for space actually used during the agreement year based on the Advertiser's actual performance at the applicable rates in effect when such space was used.
 8. The rates to be charged by the Publisher for space used by the Advertiser under this Agreement, discounts, if any, to be granted and the terms and conditions of this Agreement shall be those rates, discounts, terms and conditions contained herein including those on the rate card. It is also designated as the Advertiser's responsibility to familiarize himself with the rate card and know, understand and abide by all terms, conditions, and stipulations stated in said rate card.
 9. The Publisher shall not be liable for slight changes or typographical errors which do not lessen the value of an advertisement. The Publisher shall not be liable for any other errors appearing in an advertisement unless the corrections plainly noted thereon. In the event of an error in an advertisement for which the Publisher is liable and herein defined, its liability shall be limited to republishing the advertisement or refunding such proportion of the entire cost of the advertisement as the space occupied by the error bears to the whole space occupied by such advertisement, as it shall elect. The Advertiser/Agency assumes all liability for contents of published advertisement, including text and illustrations.
 10. All advertisers who do not provide AMC with camera ready materials will be billed for necessary production work at prevailing rates.
- II. All advertising agreements are subject to final approval of the AMC Board of Directors.



Association of
Minnesota Counties

125 Charles Avenue, St. Paul, MN 55103-2108
Main Phone: 651-224-6540, Fax: 651-224-6540