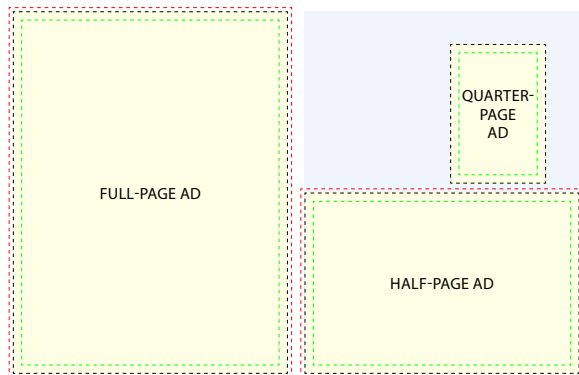


# 2021-22 Advertising Rate Card for Minnesota Educator

The Minnesota Educator is the official publication of Education Minnesota. The magazine is mailed six times a year to 90,000 educators in the state.

## Ad sizes



### Full-page ad

- Bleed size (red): 8.5" x 11.125"
- Trim size (black): 8.25" x 10.875"
- Safe text area (green): 7.75" x 10.375"

### Half-page ad

- Bleed size (red): 8.5" x 5.6875"
- Trim size (black): 8.25" x 5.4375"
- Safe text area (green): 7.75" x 4.9375"

### Quarter-page ad

- Trim size (black): 2.875" x 4.1875"
- Safe text area (green): 2.375" x 3.6875"

## Ad instructions

- Ads should be created at trim size, with full-page and half-page ads requiring an additional .125" bleed.
- Please observe a .25" safe text area along the edges of your ad to prevent important text from being cut off.
- Submit ads in Press Quality PDF format with all fonts embedded.
- PDFs must include bleed area.
- Do not include crop marks.

## Ad submission

Ads should be submitted via email to: [eric.widi@edmn.org](mailto:eric.widi@edmn.org) and [educator@edmn.org](mailto:educator@edmn.org).

## Ad deadlines for 2021-22

### August/September

- Due: July 9, 2021
- Mails: July 27, 2021

### October/November

- Due: Sept. 10, 2021
- Mails: Sept. 28, 2021

### December/January

- Due: Nov. 5, 2021
- Mails: Nov. 23, 2021

### February/March

- Due: Jan. 7, 2022
- Mails: Jan. 25, 2022

### April/May

- Due: March 11, 2022
- Mails: March 29, 2022

### June/July

- Due: May 6, 2022
- Mails: May 24, 2022



# 2021-22 Advertising Contract for Minnesota Educator

The Minnesota Educator is the official publication of Education Minnesota. The magazine is mailed six times a year to 90,000 educators in the state.

## Ad rates (per issue)

### Select size by checking box:

- Premium full-page ad (inside front or back cover):  
\$4,500 per issue
- Full-page ad: \$4,000 per issue
- Half-page ad: \$2,000 per issue
- Quarter-page ad: \$1,000 per issue

**Total cost:** \_\_\_\_\_

## Select issue(s) for ad placement

<i>Issue</i>	<i>Ad deadline</i>
<input type="checkbox"/> August/September.....	July 9, 2021
<input type="checkbox"/> October/November.....	Sept. 10, 2021
<input type="checkbox"/> December/January.....	Nov. 5, 2021
<input type="checkbox"/> February/March.....	Jan. 7, 2022
<input type="checkbox"/> April/May.....	March 11, 2022
<input type="checkbox"/> June/July.....	May 6, 2022

Payment is due in full 30 days from date of invoice. Tear sheets can be furnished with invoice if requested. Orders may not be canceled after deadline. No refunds will be given, unless Education Minnesota declines to run an ad that has been purchased. Advertisers furnish electronic file, as specified. For advertisement submission details, see the Minnesota Educator rate card. By signing this contract, advertiser acknowledges that advertiser has read and agrees to the regulations attached to this contract.

Company/organization: \_\_\_\_\_

Contact person: \_\_\_\_\_

Phone: \_\_\_\_\_

Email address: \_\_\_\_\_

Billing address: \_\_\_\_\_

City, state and ZIP: \_\_\_\_\_

Advertiser signature: \_\_\_\_\_

Date: \_\_\_\_\_



# 2021-22 Advertising Contract Regulations for Minnesota Educator and Education Minnesota website

Payment is due 30 days from date of invoice.

Advertisers agree to pay a finance charge of 2 percent per month (24 percent annually) on accounts past due and agree to pay attorney fees and court or collections costs. Claims for adjustment due to error must be made within seven days of insertion. Education Minnesota is liable only for the first insertion. All advertising submitted is subject to the approval of Education Minnesota. Education Minnesota reserves the right to refuse any advertisement at any time, for any reason.

The subject matter, wording, illustration, photo content and typography of all advertisements are subject to the approval of Education Minnesota. Education Minnesota will notify the advertiser in advance regarding any requests for alterations, changes or exclusions. In no event shall Education Minnesota be responsible for errors either submitted by the advertiser or committed by Education Minnesota or its agents but approved by the advertiser.

Requests for display ad placement on certain pages will be considered, but will not be guaranteed.

The liability of Education Minnesota and its agents for failure to publish an agreed-to-be-published advertisement for any reason in the issue specified shall be limited to publishing the advertisement in a subsequent issue (at the regular or agreed-upon rate).

**Cancellation Policy:** By signing this agreement, the advertiser acknowledges that if it cancels or reduces its order within 30 days of the ad deadline listed above, this action would constitute a breach of the advertiser's obligation to Education Minnesota and that Education Minnesota would be harmed. Written notice of a cancellation must be received by Education Minnesota at least 30 days before the ad deadline in order to guarantee a full refund. Orders may not be canceled or refunded after the ad deadline. For cancellations made

within 30 days of the ad deadline, Education Minnesota will attempt to sell the space to another advertiser. The advertiser will be responsible for the cost of the ordered advertising space that Education Minnesota is unable to sell.

The advertiser and/or its agency agrees to defend and indemnify Education Minnesota and its agents against any and all liability, loss or expense arising from claims of libel, unfair competition, unfair labor practices, infringement of trademarks, trade names or patents, violations of privacy and infringement of copyrights from the publication of the advertiser's ad(s).

Advertisers and their agencies forwarding orders to Education Minnesota that contain superseding or incorrect rates or conditions are hereby advised that the ads inserted will be charged at rates in effect at the time of publishing. The advertiser or its agencies shall designate the exact size in accordance to the Education Minnesota advertisement specifications and will be billed on the basis of the exact ad space ordered.

Typography within an ad cannot be similar in style or use to the editorial and news portion of the publication so as to create confusion between Education Minnesota publication content and advertisement content. Education Minnesota shall label any ad with the word "Advertisement." All advertisements will have borders.

Education Minnesota reserves the right to decline to run an ad when Education Minnesota determines that the content of the ad or actions of the advertiser are incompatible with Education Minnesota's values. In such cases, the advertiser will be notified and any payment returned and/or refunded.

Upon placement of advertisement, advertiser agrees to abide by all the terms and conditions of this contract.

[www.educationminnesota.org](http://www.educationminnesota.org)

*Education Minnesota is an affiliate of the American Federation of Teachers, the National Education Association and AFL-CIO.*



**THE VOICE FOR PROFESSIONAL  
EDUCATORS AND STUDENTS**