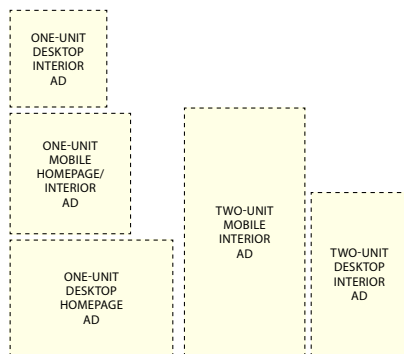


# 2021-22 Web Advertising Rate Card for Education Minnesota's website, [www.educationminnesota.org](http://www.educationminnesota.org)

Both the public and Minnesota educators visit Education Minnesota's website for the latest education-related information.

We sell ads on the site in one- and two-unit increments on the home and interior pages. Because the site is designed to adapt to desktop computers and mobile platforms, you need to supply ads in two sizes. For one price, you reach viewers on cellphones, tablets and computers.

## Ad sizes



## Homepage ads

- A one-unit ad is 310x220 pixels for the desktop site and 230x230 pixels for the mobile site.

## Interior page ads

- A one-unit ad is 185x185 pixels for the desktop site and 230x230 pixels for the mobile site.
- A two-unit ad is 185x310 pixels for desktop and 230x470 pixels for mobile (both vertical).
- Availability is based on a one-month run per ad, beginning the first day of the month.

**Ad sizes are subject to change with our new website slated to launch in October 2021.**

## Ad instructions

- Ads should be submitted in JPG format.
- We do not accept animated or multi-panel ads.

## Ad submission

- Ads should be submitted via email to [educator@edmn.org](mailto:educator@edmn.org).
- By arrangement, you may place an ad to begin running on another date, with notice and five business days after we receive the finished ad. Minimum charge is for one month. To arrange, contact 800-652-9073 or [educator@edmn.org](mailto:educator@edmn.org).

## Ad deadlines for 2021-22

### September

- Due: Aug. 25, 2021

### October

- Due: Sept. 24, 2021

### November

- Due: Oct. 25, 2021

### December

- Due: Nov. 23, 2021

### January

- Due: Dec. 20, 2021

### February

- Due: Jan. 25, 2022

### March

- Due: Feb. 22, 2022

### April

- Due: March 25, 2022

### May

- Due: April 25, 2022

### June

- Due: May 25, 2022

### July

- Due: June 24, 2022

### August

- Due: July 25, 2022



# 2021-22 Web Advertising Contract for Education Minnesota's website, [www.educationminnesota.org](http://www.educationminnesota.org)

## Ad rates (per thousand page views)

### Select size by checking box:

- One-unit ad: \$50 per thousand page views
- Two-unit ad: \$55 per thousand page views

### Discount when purchased with a print ad in the Minnesota Educator:

- One-unit ad: \$40 per thousand page views
- Two-unit ad: \$45 per thousand page views

### Select ad placement

- Home page
- Interior (specify page titles): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Select month(s) for ad placement

<i>Month</i>	<i>Ad deadline</i>
<input type="checkbox"/> September.....	Aug. 25, 2021
<input type="checkbox"/> October.....	Sept. 24, 2021
<input type="checkbox"/> November.....	Oct. 25, 2021
<input type="checkbox"/> December.....	Nov. 23, 2021
<input type="checkbox"/> January.....	Dec. 20, 2021
<input type="checkbox"/> February.....	Jan. 25, 2022
<input type="checkbox"/> March.....	Feb. 22, 2022
<input type="checkbox"/> April.....	March 25, 2022
<input type="checkbox"/> May.....	April 25, 2022
<input type="checkbox"/> June.....	May 25, 2022
<input type="checkbox"/> July.....	June 24, 2022
<input type="checkbox"/> August.....	July 25, 2022

Payment is due in full 30 days from date of invoice. 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 web advertisement submission details, see the Education Minnesota web advertising 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: \_\_\_\_\_



# 2020-21 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**