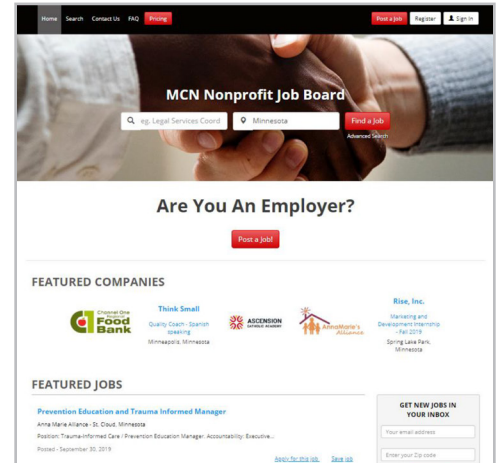




# 2024 Print and Digital Advertising



## Do you have a message for nonprofits?

Is your business or organization looking to reach decision-makers from Minnesota's vibrant nonprofit sector? Do you have the expertise nonprofits need to advance their missions and create strong and sustainable organizations in the years to come? You've come to the right place!

The Minnesota Council of Nonprofits (MCN) has a wide array of options to help you spread the word about your products, services, and expertise to nonprofits — each designed with marketing budgets of all sizes in mind.

MCN regularly communicates with over 2,200 member nonprofit organizations, as well as thousands of other organizations, employers, and jobseekers. By participating in various advertising/sponsorship opportunities, you can harness these communications to highlight all you do to support nonprofits each day.

Many of our advertising opportunities are available exclusively to our nonprofit and associate members, while others have both member and nonmember pricing. The following pages contain in-depth information regarding the audience reach, specifications, and pricing of all advertising opportunities available through MCN. Have a look and let us know how we can best help you reach the nonprofit audience with whom you'd like to connect.

**Ready to schedule advertising today?** If so, contact John Wurm, MCN membership and communications director, at 651-757-3082 or [jwurm@minnesotanonprofits.org](mailto:jwurm@minnesotanonprofits.org).

# Nonprofit News

*Nonprofit News* is a digital & print newsletter published quarterly as a benefit to MCN members. Distributed to over 14,000 nonprofit and community leaders digitally and 2,500 organizations in print, it is filled with informational articles, timely resources and updates, and practical applications.

*Nonprofit News* is a useful publication that nonprofits look forward to receiving and reading cover to cover. Our readers tend to keep issues 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 inboxes.

Our readers are executive directors, finance managers, human resources professionals, marketing and communications professionals, fundraisers, technology experts, public policy advocates, and other nonprofit managers.

## Nonprofit News Calendar

Issue	Reserve by	Materials by	Mail Date
Winter	Dec. 22, 2023	Jan. 19, 2024	Feb. 23, 2024
Spring	Mar. 22, 2024	April 19, 2024	May 24, 2024
Summer	June 14, 2024	July 26, 2024	Aug. 30, 2024
Fall	Sept. 27, 2024	Oct. 25, 2024	Nov. 16, 2024

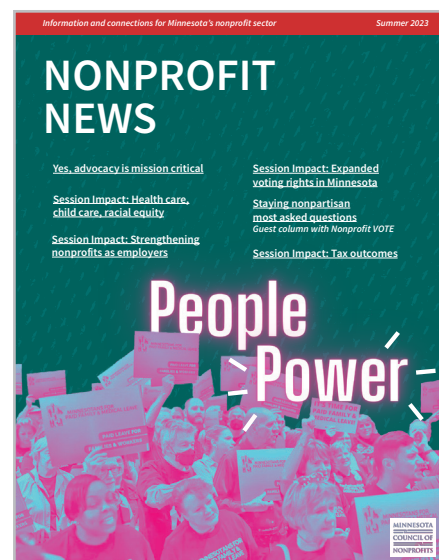
## Ad Specs and Costs\*

Ad	Ad Size	Cost
Full page (back cover)**	8 1/2" W x 11" H	\$1,600
1/3 pg. vertical	2 1/4" W x 10" H	\$1,200
1/3 pg. horizontal	7 1/2" W x 3" H	\$1,200
1/4 pg. horizontal	5 W" x 3 1/2" H	\$900

\*The opportunity to advertise in *Nonprofit News* is available only to MCN associate and nonprofit members. Ally and Advocate level associate members receive a 50 percent discount on ads in *Nonprofit News*.

\*\*Full page ad appears on back cover and must be designed with 1/8" bleed.

All ads must be created in 4c (four-color) and be self-contained in a frame measuring the specified dimensions. Artwork must be provided digitally as a hi-resolution PDF or JPG file with all fonts and graphics embedded.



1/3 Page  
Horizontal

Full Page

1/3  
Page  
Vertical

1/4 Page  
Horizontal

# E-Newsletters

MCN offers a monthly sponsorship in the form of banner ads in a variety of email newsletters options, including Grants Alert, Smart Nonprofits, Events Forecast, and six Greater Minnesota regional chapter updates. Subscriber bases vary from 350 for our most targeted e-newsletter to over 8,000 for our broadest outreach.

Advertising in MCN's email newsletters is available to all businesses and nonprofits. Advocate- and Ally-level associate members, as well as nonprofit members, receive a 50 percent discount. Ally-level associate members also receive one free ad during their membership year.

## E-Newsletter Options

### Minnesota Grants Alert (3,750 subscribers, 40% open rate)

This bi-weekly alert details information on funding opportunities, including those with Minnesota foundations, government programs, national funders and information on professional development opportunities for staff.

### Smart Nonprofits (3,900 subscribers, 32% open rate)

This newsletter, sent every other week, is a quick summary of upcoming events, trainings and briefings for those working in nonprofits statewide as well as information from educational providers in Minnesota.

### Events Forecast (7,900 subscribers, 24% open rate)

This digital newsletter, sent at the end of every month, highlights all of MCN's in-person and virtual learning and networking opportunities for the coming month.

### Regional Chapter Updates (Subscribers/open rates vary)

Regional Chapter Updates are bi-monthly email newsletters sent to our six Greater MN chapters detailing events and news, funding and professional development opportunities, awards and advancements, and member tips.

## Ad Specs and Costs\*

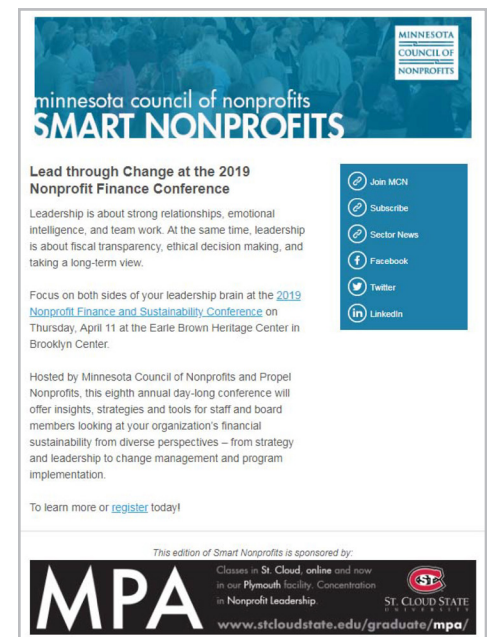
E-Newsletter	Cost	Dimensions	# of Issues/# of Months
Minnesota Grants Alert	\$600	200ppi x 200ppi	2 Issues/1 Month
Smart Nonprofits	\$600	600ppi x 120ppi	2 Issues/1 Month
Events Forecast	\$600	600ppi x 120ppi	1 Issue/1 Month
Regional Chapter Update**	\$600	600ppi x 120ppi	3 Issues/3 Months

\*Advertisers reserving a three banners at the same time will receive a free fourth ad in the e-newsletter of their choice in the same or next calendar year (based on availability). Submissions should be sent as a jpg or gif, along with the URL the ad will direct traffic to.

\*\*Regional Updates are distributed every other month to two regions: Central = Central/West Central; Northern = Northeast/Northwest; Southern = Southeast/Southwest.



Examples of box ad in Grants Alert

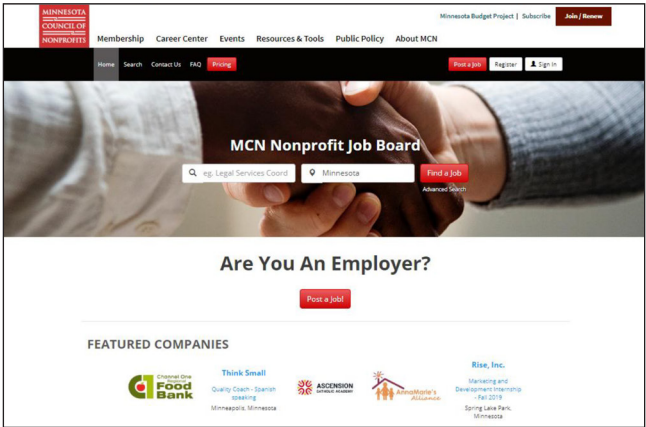


Example of banner ad in Smart Nonprofits

# Job Board Sponsorship

For over 20 years, the Minnesota Council of Nonprofits, the largest state association of nonprofits in the nation, has helped employers and jobseekers come together to build stronger nonprofits, a thriving nonprofit sector, and a better Minnesota through its highly trafficked job board.

One of the largest, most comprehensive nonprofit-specific job search tools in the U.S., the MCN Nonprofit Job Board receives 74,000+ visits per month from jobseekers, many who rate this service as their top tool for finding nonprofit employment.



## Job Board Traffic

The MCN Nonprofit Job Board is one of the highest-trafficked nonprofit-specific job boards in the nation, with an average of:

- 35,000 users, 74,000 sessions, and 220,000 page views per month
- 1,500 full- or part-time jobs, board positions, internships, and volunteer opportunities posted per month.

## Sizes, Specs, and Costs

Job Board ads are sold based on a flat-fee pricing structure, priced in slots of one, three, six or twelve months. Reservations are first-come, first-serve and availability may be limited. Artwork should be sent as a png, jpg, or gif, along with the URL to which the ad will direct, a minimum of two weeks prior to the first day of the first month of reserved slot.

Ad sizes and placements included are:

**Header Banner:** 728 x 90 ppi  
Appears at the top of every page


**Homepage Sidebar Box:** 250 x 250 ppi  
Appears below right sidebar “Sign Up” box on homepage

**Footer Banner:** 728 x 90 ppi  
Appears at the bottom of homepage

Ad Placement / Duration	Cost	Ad Placement
Run of Site / 12 months (\$1,250 per month)	\$15,000	Header, Homepage, Footer
Run of Site / 6 months (\$1,500 per month)	\$9,000	Header, Homepage, Footer
Run of Site / 3 months (\$1,750 per month)	\$5,250	Header, Homepage, Footer
Run of Site / 1 month	\$2,000	Header, Homepage, Footer




Header Banner - 728 x 90


[Minnesota Budget Project](#) | [Subscribe](#) | [Join / Renew](#)

[Membership](#)
[Career Center](#)
[Events](#)
[Resources & Tools](#)
[Public Policy](#)
[About MCN](#)

[Home](#)
[Search](#)
[Contact Us](#)
[FAQ](#)
[Pricing](#)

[Register](#)
[Sign In](#)
[Post a Job](#)








## MCN Nonprofit Job Board



[Find a Job](#)



[Advanced Search](#)



Featured Companies

Featured Jobs

**Meals on Wheels Supervisor**  
 Merrick Community Services  SAINT PAUL, Minnesota  
 Meals on Wheels Supervisor Position Type: Full-Time Location: Saint Paul, MN Travel Required: Local (fewer than 10%)  
 Required Educat...  
 Posted - November 8, 2021 [Apply Now](#) [Save job](#)

**Raiser's Edge Administrator - PT, Temporary**  
 Simpson Housing Services  Minneapolis, Minnesota  
 Why Work For Simpson? Our Mission is to house, support and advocate for people experiencing homelessness. We believe that everybody has the right to safe and affordable housing; we strive to strive to...  
 Posted - November 8, 2021 [Apply Now](#) [Save job](#)

**Foster Care Programs Manager**  
 EVOLVE Family Services  Saint Paul, MN, Minnesota  
 Status: Full Time, Exempt, Salaried Reports to: Foster Care Programs Director/Supervises: Foster Care Team Members Key Relationships: Foster Care Team, Foster Care Programs Director, Leadership/Managemen...  
 Posted - November 8, 2021 [Apply Now](#) [Save job](#)



Get new jobs in your inbox

[Sign me up](#)



By signing up, you agree to the [terms of use](#) and [privacy policy](#)

Home Page - 250 x 250

Executive Director

 Central Minnesota Dementia Community Action Network  St. Cloud, Minnesota  
 D-CAN Executive Director Job Description The Executive Director is the key management leader of the Central Minnesota Dementia Community Action Network (D-CAN). Since this will be our first Executiv...  
 Posted - November 8, 2021 [Apply Now](#) [Save job](#)

Assistant Program Director-Jail Screening Unit

 JusticePoint  St. Paul, Minnesota  
 Requires occasional coverage of first, second, and third shift screening. Some overnight and weekend coverage required. Job Description: The Assistant Director, Jail Screening Unit, is responsible for t...  
 Posted - November 5, 2021 [Apply Now](#) [Save job](#)

Footer Banner - 728 x 90

# Sponsor Registration

## Company Information

(Contact person's name - for logistical information)

(Contact person's phone)

(Contact person's email)

(Business name - as it should appear in print)

(Organization's street address)

(City, State, Zip)

(Website - as it should appear and link to)

**Nonprofit News Advertising:** ♦ Full page (back cover) ♦ 1/3 page horizontal ♦ 1/3 page vertical ♦ 1/4 page  
Issues/Editions to reserve: \_\_\_\_\_

**E-Newsletter Advertising:** ♦ Smart Nonprofits ♦ Grants Alert ♦ Events Forecast ♦ Regional Update(s)  
Editions/Months to reserve: \_\_\_\_\_

**Job Board Sponsorship:** ♦ 12 months ♦ 6 months ♦ 3 months ♦ 1 month  
Months to reserve: \_\_\_\_\_

## Payment Information

♦ Check enclosed ♦ Please bill my credit card\* ♦ ACH Total amount to be charged \_\_\_\_\_

Card Number

Exp. Date (required)

CVV code (required)

(Name - as it appears on card)

(Organization Name - if corporate card)

Business Address (if different than above)

Cardholder Signature



### Return your reservation form to:

Mail: Minnesota Council of Nonprofits, Attn: Accountant, 2314 University Ave. W, Ste 20, St. Paul, MN 55114  
Email: [accountant@minnesotanonprofits.org](mailto:accountant@minnesotanonprofits.org)  
FAX: 651-642-1517

*\*Per MCN's credit card processing policy, a 3 percent charge will be added to any credit card charges over \$2,000 in total.*

## About the Minnesota Council of Nonprofits

The Minnesota Council of Nonprofits (MCN) was founded in 1987 to meet the increasing information needs of nonprofits and to convene nonprofits to address issues facing the sector. It is one of the largest state association of nonprofits in the United States. Through MCN, nonprofits join together across interest areas to work on issues of common concern to all.

MCN accomplishes its mission in five ways:

- Education and professional development for nonprofit managers and leaders;
- Public policy education and civic engagement;
- Cost-saving product partnerships;
- Research on nonprofit sector trends and tax and budget issues; and
- Advocacy at local, state, and federal levels.

MCN has over 2,200 nonprofit members from across the state of Minnesota, as well as 220 business members. Our members impact every facet of Minnesota's vibrant communities — from the arts, education, and the environment to housing, employment, and health.

Together, we all make Minnesota a better place to live, work, and play.



2314 University Ave. W., Suite 20  
St. Paul, MN 55114  
651-642-1904 | FAX 651-64-1517  
[info@minnesotanonprofits.org](mailto:info@minnesotanonprofits.org)