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.
Nonprofit News

*Nonprofit News* is a printed newsletter published quarterly as a benefit to MCN members. Distributed to over 14,000 nonprofit and community leaders in Minnesota, 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 the mailbox.

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

<table>
<thead>
<tr>
<th>Issue</th>
<th>Reserve by</th>
<th>Materials by</th>
<th>Mail Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring</td>
<td>Mar. 15, 2020</td>
<td>April 12, 2020</td>
<td>May 11, 2020</td>
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<tr>
<td>Summer</td>
<td>June 14, 2020</td>
<td>July 12, 2020</td>
<td>Aug. 9, 2020</td>
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<tr>
<td>Fall</td>
<td>Sept. 16, 2020</td>
<td>Oct. 11, 2020</td>
<td>Nov. 7, 2020</td>
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### Ad Specs and Costs*

<table>
<thead>
<tr>
<th>Ad</th>
<th>Ad Size</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/3 pg. vertical</td>
<td>2 1/4” W x 10” H</td>
<td>$1,200</td>
</tr>
<tr>
<td>1/3 pg. horizontal</td>
<td>7 1/2” W x 3” H</td>
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<tr>
<td>1/4 pg. horizontal</td>
<td>5”W x 3 1/2” H</td>
<td>$900</td>
</tr>
<tr>
<td>1/6 pg. vertical</td>
<td>2 1/4”W x 5”H</td>
<td>$600</td>
</tr>
</tbody>
</table>

*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*.

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.
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 10,000 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** (3,650 subscribers, 27% 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** (4,400 subscribers, 23% 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** (10,500 subscribers, 17% 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 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*

<table>
<thead>
<tr>
<th>E-Newsletter</th>
<th>Cost</th>
<th>Dimensions</th>
<th># of Issues/# of Months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minnesota Grants Alert</td>
<td>$500</td>
<td>200ppi x 200ppi</td>
<td>2 Issues/1 Month</td>
</tr>
<tr>
<td>Smart Nonprofits</td>
<td>$500</td>
<td>600ppi x 120ppi</td>
<td>2 Issues/1 Month</td>
</tr>
<tr>
<td>Events Forecast</td>
<td>$500</td>
<td>600ppi x 120ppi</td>
<td>1 Issue/1 Month</td>
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<tr>
<td>Regional Chapter Update</td>
<td>$250</td>
<td>600ppi x 120ppi</td>
<td>3 Issues/3 Months</td>
</tr>
</tbody>
</table>

*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. Reservations are first-come, first-serve.
For over 15 years, the Minnesota Council of Nonprofits (MCN), 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 more than 80,000 visits per month from jobseekers, many who rate this service as their top tool for finding nonprofit employment.

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### 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:

- 36,000 users, 80,000 sessions, and 550,000 page views per month
- 1,500 full- or part-time jobs, board positions, internships, and volunteer opportunities posted per month.

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### Sizes, Specs, and Costs

Job Board ads are sold based on a flat-fee pricing structure, priced in either six or twelve month slots. 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.

#### Header Banner:
Appears at the top of every page.

#### Home Page Sidebar Box:
Appears below right sidebar “Sign Up” box on Home Page only.

#### Footer Banner:
Appears at the bottom of every page.

<table>
<thead>
<tr>
<th>Ad Placement / Duration</th>
<th>Cost</th>
<th>Ad Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Header Banner / 12 months</td>
<td>$10,000</td>
<td>728ppi x 90ppi</td>
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<tr>
<td>Header Banner / 6 months</td>
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<tr>
<td>Header Banner / 3 months</td>
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<tr>
<td>Home Page Sidebar Box / 12 months</td>
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<tr>
<td>Home Page Sidebar Box / 6 months</td>
<td>$3,000</td>
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<tr>
<td>Home Page Sidebar Box / 3 months</td>
<td>$2,000</td>
<td>250ppi x 250ppi</td>
</tr>
<tr>
<td>Footer Banner / 12 months</td>
<td>$7,000</td>
<td>728ppi x 90ppi</td>
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<tr>
<td>Footer Banner / 6 months</td>
<td>$4,000</td>
<td>728ppi x 90ppi</td>
</tr>
<tr>
<td>Footer Banner / 3 months</td>
<td>$2,500</td>
<td>728ppi x 90ppi</td>
</tr>
</tbody>
</table>
Jobs in Minnesota

Found 1,258 Jobs

Sort By:

- Date

Kitchen Assistant
Open Arms of Minnesota - Minneapolis, Minnesota
Organizational Summary: Open Arms of Minnesota (OAM) is a nonprofit that prepares and delivers heat...

Posted: January 9, 2020

- Apply for this job
- Save job

Certified Veterinary Technician (CVT)
Feline Rescue - St. Paul, Minnesota
Application Deadline: Monday, September 30, 2019
Summary: The Certified Veterinary Technician (CVT) is responsible for...
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 250 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.