

2012 MCF E-Advertising

The Minnesota Council on Foundations (MCF) offers three electronic advertising options reaching nonprofit and grantmaking leaders.

E-newsletters: MCF Notes and Giving Memo

Giving Memo:

A bi-weekly e-newsletter reaching **3,600** nonprofit leaders and staff. Targeting the nonprofit community and giving up-to-date details on grantmaker deadlines and funding changes, links to recently released research and publications, latest news about grantmakers, job postings and personnel changes, and professional development opportunities.

Limited
to three
advertisers

Giving Memo has an open rate of **26%**
(the nonprofit industry average is 20%*)

MCF Notes:

A bi-weekly e-newsletter reaching **1,300** executives and staff at MCF member foundations and corporate giving programs. Written exclusively for members, provides resources and tools funders need, including research on top-of-mind issues in grantmaking, the latest media coverage of foundations, program announcements, job postings and personnel changes, and professional development and networking opportunities.

Limited
to two
advertisers

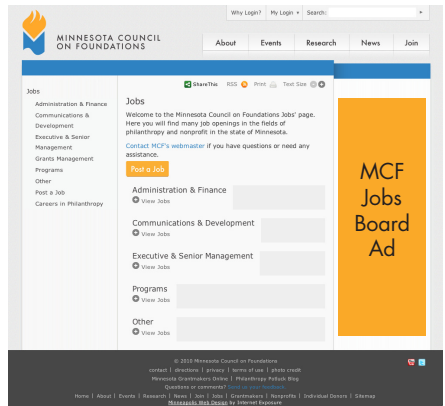
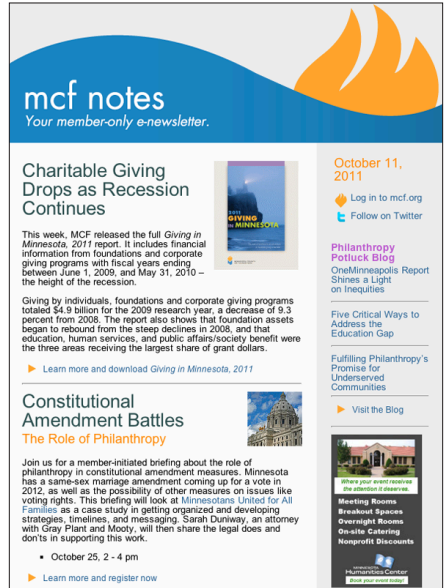
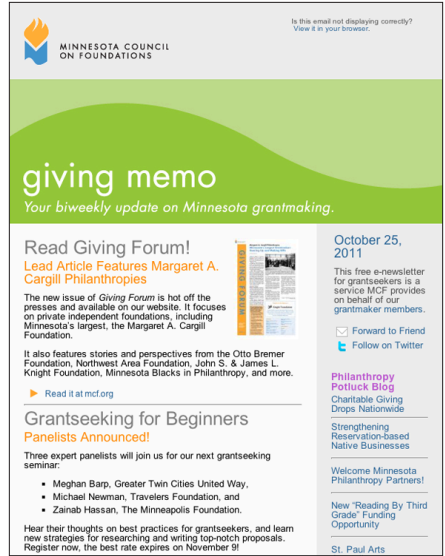
MCF Notes has an open rate of **29%**
(the nonprofit industry average is 20%*)

mcf.org Jobs Board

Offering a **NEW** advertising opportunity never before offered at mcf.org. Advertisers will have prime space on the on the MCF Jobs Board (www.mcf.org/jobs), the most visited page of mcf.org.

Limited
to one
advertiser

mcf.org Jobs Board averages **11,000** visits per month



* Source: MailChimp Research, mailchimp.com/resources/research.

Minnesota Council on Foundations Advertising Contacts

Jocelyn Cox – 952.426.0526 – jocelyn@pierreproductions.com
Betsy Pierre – 763.295.5420 – betsy@pierreproductions.com

2012 E-Newsletter Publication Calendar

Jan. 10	March 20	May 30	Aug. 7	Oct. 16
Jan. 24	April 3	June 12	Aug. 21	Oct. 30
Feb. 7	April 17	June 26	Sept. 5	Nov. 13
Feb. 21	May 1	July 10	Sept. 18	Nov. 27
March 6	May 15	July 24	Oct. 2	Dec. 11

Advertising Contacts

Jocelyn Cox
952.426.0526
jocelyn@pierreproductions.com

Betsy Pierre
763.295.5420
betsy@pierreproductions.com

Ad Dimensions

Type	Width	Height
Column Image Ad	130 pixels	220 pixels
Text Ad	Max Five Lines	
Banner Image Ad	385 pixels	125 pixels

Giving Memo Advertising Rates

(nonprofits; 3,600 subscribers)

Type	1x Rate	4x Rate	12x Rate
Column Image Ad	\$125	\$110	\$100
Text Ad	\$125	\$110	\$100
Banner Image Ad	\$295	\$275	\$250

MCF Notes Advertising Rates

(member grantmakers; 1,300 subscribers)

Type	1x Rate	4x Rate	12x Rate
Column Image Ad	\$100	\$85	\$75
Text Ad	\$100	\$85	\$75

mcf.org Jobs Board Advertising Rate

(11,000 page views per month)

Rate	Width	Height
\$295 per month	203 pixels	549 pixels

For demonstration purposes only, not representative of location in issue.

Ads are accepted on a first-come, first-served basis. Space is limited.



MINNESOTA COUNCIL
ON FOUNDATIONS

100 Portland Avenue South, Suite 225
Minneapolis, Minnesota 55401-2575

t 612.338.1989
f 612.337.5089

info@mcf.org
www.mcf.org

MCF E-Newsletter Advertising Order Form

Fax to: 612.623.2855

Ad Specifications

MCF's e-mail newsletters are published bi-weekly on Tuesdays. Copy and images are due by noon the Thursday before publication. Ads are accepted on a first-come, first-served basis, and space is limited.

Column Image Ad

- 130 pixels x 220 pixels
- #333333, 1 px border
- .jpg format
- One link (please provide URL)

Giving Memo

1x rate: _____ \$125
4x rate: _____ \$110 (\$440 total)
12x rate: _____ \$100 (\$1,200 total)

MCF Notes

_____ \$100
_____ \$85 (\$340 total)
_____ \$75 (\$975 total)

Text Ad

- Maximum 5 lines
- Up to 65 characters per line (including spaces)

Giving Memo

1x rate: _____ \$125
4x rate: _____ \$110 (\$440 total)
12x rate: _____ \$100 (\$1,200 total)

MCF Notes

_____ \$100
_____ \$85 (\$340 total)
_____ \$75 (\$975 total)

Banner Image Ad

- 385 pixels x 125 pixels
- #FFFFFF, 1 px border
- .jpg format
- One link (please provide URL)

Giving Memo

1x rate: _____ \$295
4x rate: _____ \$275 (\$1,100 total)
12x rate: _____ \$250 (\$3,000 total)

2012 Date(s) Requested:

- | | | |
|-----------------------------------|----------------------------------|-----------------------------------|
| <input type="checkbox"/> Jan. 10 | <input type="checkbox"/> May 15 | <input type="checkbox"/> Sept. 18 |
| <input type="checkbox"/> Jan. 24 | <input type="checkbox"/> May 30 | <input type="checkbox"/> Oct. 2 |
| <input type="checkbox"/> Feb. 7 | <input type="checkbox"/> June 12 | <input type="checkbox"/> Oct. 16 |
| <input type="checkbox"/> Feb. 21 | <input type="checkbox"/> June 26 | <input type="checkbox"/> Oct. 30 |
| <input type="checkbox"/> March 6 | <input type="checkbox"/> July 10 | <input type="checkbox"/> Nov. 13 |
| <input type="checkbox"/> March 20 | <input type="checkbox"/> July 24 | <input type="checkbox"/> Nov. 27 |
| <input type="checkbox"/> April 3 | <input type="checkbox"/> Aug. 7 | <input type="checkbox"/> Dec. 11 |
| <input type="checkbox"/> April 17 | <input type="checkbox"/> Aug. 21 | |
| <input type="checkbox"/> May 1 | <input type="checkbox"/> Sept. 5 | |

mcf.org Jobs Board Ad

- 203 pixels x 549 pixels
- .jpg format
- One link (please provide URL)

Rate: \$295 per month

Month Requested: _____

Contact Information

Name _____ Organization _____

Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____ Website _____

Authorized signature _____

Date _____

E-mail ad files (with link URL) to jocelyn@pierreproductions.com. Fax your completed order form and payment to 612.623.2855.

Questions? Call Jocelyn Cox at 952.426.0526.

Payment (Pre-payment required)

TOTAL PAYMENT AMOUNT

\$ _____

Check enclosed (payable to Minnesota Council on Foundations) Credit card (check one): _____ Visa _____ MasterCard

Billing information for credit card orders (please print your billing address as it appears on your credit card statement):

Name _____

CC # _____

Expiration Date _____ / _____



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