

GIVING FORUM

2012 Advertising Information

Reach Minnesota's grantmaking and nonprofit leaders with *Giving Forum*, the quarterly publication of the Minnesota Council on Foundations (MCF). *Giving Forum* features:

- Original articles about the state's leading foundations and corporate giving programs
- Unique perspectives on community issues
- The latest MCF research on trends in charitable giving

And *Giving Forum* is an essential industry source of news and information!

MCF members grant \$900 million annually – nearly three quarters of all grantmaking in Minnesota. Members include:

- Community and other public foundations
- Corporate foundations and giving programs
- Family and private foundations



84% of readers say that *Giving Forum* is the best source for news and information about Minnesota grantmaking and philanthropy.

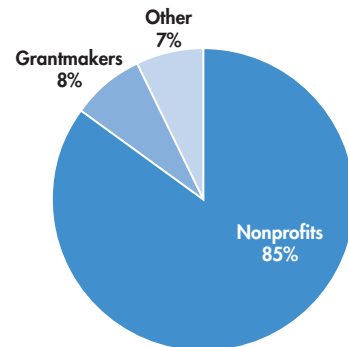
86% of readers read most or every issue.

83% read most or some ads in each issue.

33% of readers have visited an advertiser's website.

21% have saved an ad for future reference.

Circulation - 15,500
Readership - 34,000



All statistics from the 2011 Giving Forum readership study.

Giving Forum Advertising Contacts

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

Giving Forum 2012 Calendar

| Issue | Materials Deadline | Theme |
|--------|--------------------|--|
| Winter | December 1 | Addressing Poverty's Interconnected Causes |
| Spring | March 1 | Community Foundations: From Rural to Urban |
| Summer | June 1 | Collaboration: Accomplishing More Together |
| Fall | September 1 | Dos and Don'ts of Grantseeking and Grantmaking |

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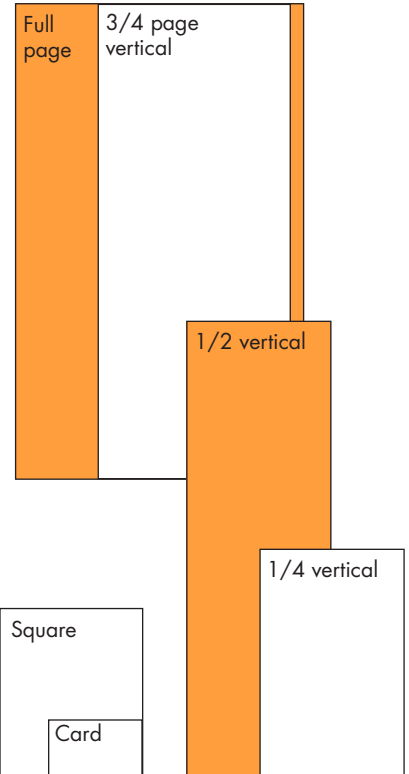
Advertising Rates*

| Size | 1x Rate | 4x Rate |
|---------------|---------|---------|
| Full Page | \$1,040 | \$935 |
| 3/4 Page | \$780 | \$700 |
| 1/2 Page | \$575 | \$520 |
| 1/4 Page | \$375 | \$340 |
| Square | \$305 | \$270 |
| 1/8 Page | \$225 | \$205 |
| Business Card | \$100 | \$90 |

*Effective 11/11

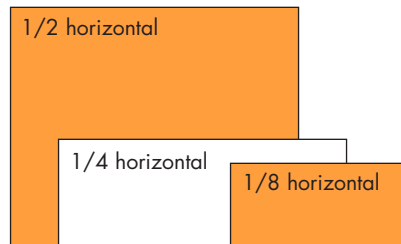
Ad Dimensions

| Size | Width | Height |
|---------------|--------|---------|
| Full Page | 10.25" | 15.625" |
| 3/4 Page V | 7.5" | 15.625" |
| 1/2 Page V | 5" | 15" |
| 1/2 Page H | 10.25" | 7.5" |
| 1/4 Page V | 5" | 7.5" |
| 1/4 Page H | 10.25" | 3.75" |
| Square | 5" | 5" |
| 1/8 Page V | 2.375" | 7.5" |
| 1/8 Page H | 5" | 3.5" |
| Business Card | 3.25" | 1.875" |



Color Options

| Color | Rate |
|---------------------------------------|-------|
| PMS 137U (orange) | \$100 |
| PMS 279U (blue) | \$100 |
| Spot Color (limited number per issue) | \$200 |



Giving Forum Sponsorships

Associate your brand with ours! MCF's *Giving Forum* provides valued content from a high-profile, trusted source.

| | Sponsor: \$5,000 | Partner: \$3,000 | Supporter: \$1,000 |
|---|--------------------------------|--------------------------------|--------------------|
| Front-page recognition in issue | Name, logo & brief description | Name & logo | Name only |
| Complimentary <i>Giving Forum</i> ad | 1/4 page (with PMS 279 or 137) | 1/8 page (with PMS 279 or 137) | Business Card ad |
| Complimentary copies of issue | 50 | 30 | 10 |
| Web recognition on <i>Giving Forum</i> pages on mcf.org | Logo | Logo | Name only |
| E-newsletter recognition in issue that highlights <i>Giving Forum</i> | Logo | Name only | |



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

Giving Forum Advertising Order Form

Fax to: 612.623.2855

| | Width | Height | <input type="checkbox"/> 1x Rate | <input type="checkbox"/> 4x Rate |
|---|--------------|---------------|---|---|
| <input type="checkbox"/> Full Page | 10.25" | 15.625" | \$1040 | \$935 |
| <input type="checkbox"/> 3/4 Page Vertical | 7.5" | 15.625" | \$780 | \$700 |
| <input type="checkbox"/> 1/2 Page Vertical | 5" | 15" | \$575 | \$520 |
| <input type="checkbox"/> 1/2 Page Horizontal | 10.25" | 7.5" | \$575 | \$520 |
| <input type="checkbox"/> 1/4 Page Vertical | 5" | 7.5" | \$375 | \$340 |
| <input type="checkbox"/> 1/4 Page Horizontal | 10.25" | 3.75" | \$375 | \$340 |
| <input type="checkbox"/> Square | 5" | 5" | \$305 | \$270 |
| <input type="checkbox"/> 1/8 Page Vertical | 2.375" | 7.5" | \$225 | \$205 |
| <input type="checkbox"/> 1/8 Page Horizontal | 5" | 3.5" | \$225 | \$205 |
| <input type="checkbox"/> Business Card | 3.25" | 1.875" | \$100 | \$90 |

Issue

Place my ad in the following issue(s):

| | <u>Deadline</u> |
|---------------------------------------|-----------------|
| <input type="checkbox"/> Winter, 20__ | December 1 |
| <input type="checkbox"/> Spring, 20__ | March 1 |
| <input type="checkbox"/> Summer, 20__ | June 1 |
| <input type="checkbox"/> Fall, 20__ | September 1 |

Additional charges for color: \$100 for PMS 279U or 137U (please check one)

\$200 for one spot color of advertiser's choice; number of color ads available is limited

Spot PMS: _____

Special instructions: _____

Contact Information

Name _____ Organization _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ Fax _____
 E-mail _____ Website _____

For ad reservations or more information, please contact:

Jocelyn Cox, 952.426.0526, 612.623.2855 (fax), jocelyn@pierreproductions.com; or
 Betsy Pierre, 763.295.5420, 763.295.2550 (fax), betsy@pierreproductions.com

Signing below constitutes agreement to the details listed above and to the Giving Forum General Terms & Conditions.

 Authorized signature

 Date

Payment Options

- Check enclosed (payable to Minnesota Council on Foundations) Invoice (net 30 days)
 Visa MasterCard

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

Name _____ Signature _____

CC # _____ Expiration date ____ / ____ 3-digit security code _____

Charge options for 4x Ads (mark choice) Charge full amount (4x) _____ Charge each issue (1x) _____



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Giving Forum Advertising Specifications

- Art Submission:** *Press quality PDFs preferred with fonts embedded. All fonts and graphics (EPS and TIF files) must be embedded in the file. MCF will not accept responsibility for font problems or low-resolution bitmapping in ads submitted in PDF file format. MCF does not accept native QuarkXPress, PageMaker, InDesign, Photoshop or Illustrator files. (At least 200 dpi. Half-tones at least 65-85 lpi/100 lpi preferred)*
- Dimensions:** *Refer to rate card for ad dimensions.*
- Color:** *For spot color art, please make sure art separates black + pms*
- Send artwork to:** *Jocelyn Cox, Sales Representative - 952.426.0526
jocelyn@pierreproductions.com
Please clearly label your art specific to the publication it is to appear.*

General Terms & Conditions

It is agreed that the term "advertiser" within the Insertion Order and these General Terms & Conditions refers to the entity purchasing the advertisement space. This entity, the advertiser, is listed on the Insertion Order. It is also agreed that the term "publisher" refers to the entity producing the publication—the Minnesota Council on Foundations.

Submitting a signed Insertion Order constitutes a formal reservation from the advertiser for the advertisement specified in the Insertion Order and agreement to these General Terms & Conditions.

Submitting a signed Insertion Order constitutes the advertiser's agreement to submit necessary artwork (correct to specifications) no later than the due date specified by the Insertion Order. Should the advertiser not submit artwork by the listed due date, the advertiser understands that their advertisement will not appear in the publication. The advertiser also understands that they are still obligated to pay the full advertisement rate as listed in the Insertion Order.

Should submitted artwork not meet the specifications, it is fully the advertiser's responsibility to make the necessary changes to make the artwork correct to specifications and to submit the revised artwork no later than the due date specified by the Insertion Order. Should an advertiser's artwork not meet specifications and the advertiser not be able to submit new artwork correct to specifications by the listed due date, the advertiser understands that they will be obligated to pay any production costs required to make their artwork correct to specifications or the advertisement will not be included in the publication. The advertiser also understands that, should their advertisement not appear in the publication due to incorrect artwork, they are still obligated to pay the full advertisement rate as listed in the Insertion Order.

Should an advertisement resemble editorial copy, the advertiser agrees that it will carry the word "Advertisement" and the publisher's editorial typefaces (Futura and Times New Roman) will not be used.

The advertiser agrees that all submit artwork will be free of copyright.

The publisher is not responsible for errors in advertiser artwork.

The advertiser agrees to protect, indemnify, and hold harmless the publisher and its agents against any and all claims arising from the look and the content of the advertiser's advertisement.

The advertiser agrees that all advertisements are subject to the approval of the publisher. The publisher reserves the right to refuse advertisement purchases or artwork for any reason including a conflict with the intent of the publication or the organization. Should the publisher refuse the advertiser's artwork, it is fully the advertiser's responsibility to make the necessary changes to make the artwork acceptable to the publisher and to submit the revised artwork no later than the due date specified by the Insertion Order. Should an advertiser's artwork be refused by the publisher and the advertiser not be able to submit new artwork by the listed due date, the advertisement will not be included in the publication. Should this happen, the advertiser understands that their advertisement will not appear in the publication. The advertiser also understands that they are still obligated to pay the full advertisement rate as listed in the Insertion Order.

Artwork will not be returned to the advertiser unless requested in writing by the advertiser at the time of artwork submission. The advertiser will be responsible for all shipping costs of the artwork.

Advertising rates subject to change. All rates guaranteed for the duration of original contract. Advertising must be inserted within one year of first insertion to earn frequency rates. An advertiser who does not complete a committed schedule will be subject to a one-time rate.

Advertisers will be invoiced following the printing of the publication. Invoices are payable within 30 days. Publisher reserves the right to request advance payment. Past due ads will be charged an additional 5% of rate for each 30 days late.

Cancellation of any portion of the Insertion Order voids any frequency discount. Preferred placements are non-cancellable. Other cancellations must be made prior to closing date.