



## 2024 DIGITAL ADVERTISING INSERTION ORDER

This Just In — MNCPA’s daily e-newsletter.

Advertising rates *(select all that apply)*

- Daily banner ad only — \$300 per day.
- Weekly banner ad only — \$1,200. Your ad will run for one entire week. This cannot be broken up into individuals days.
- Sponsored content — \$500 per placement.
- Banner ad and sponsored content bundle — \$750
- Weekly banner ad and 1x sponsored content bundle — \$1,500

Preferred dates. MNCPA will confirm exact availability of dates.

Date 1 \_\_\_\_\_ Date 2 \_\_\_\_\_ Date 3 \_\_\_\_\_ Date 4 \_\_\_\_\_ Date 5 \_\_\_\_\_

Weekly\*

Preferred week date \_\_\_\_\_

If securing additional weeks:

Preferred week \_\_\_\_\_ Preferred week \_\_\_\_\_

URL to link image: \_\_\_\_\_

\*Weekly rates are continuous for one week. Cannot be separated into other weeks/months.

### Firm Administrator Bulletin (sent monthly)

\$300 banner ad rate x \_\_\_\_\_ issues | Preferred issue(s) \_\_\_\_\_

\$500 sponsored content rate x \_\_\_\_\_ issues | Preferred issue(s) \_\_\_\_\_

URL to link image: \_\_\_\_\_

### Accounting Educator eNews (sent monthly)

\$300 banner ad rate x \_\_\_\_\_ issues | Preferred month(s) \_\_\_\_\_

\$500 sponsored content rate x \_\_\_\_\_ issues | Preferred month(s) \_\_\_\_\_

URL to link image: \_\_\_\_\_

### Banner ad specifications for all e-newsletters:

- 540px by 70px
- Resolution 96 DPI, preferred
- Minimum of 12px (9pt) font, preferred
- Must include company name or logo in the banner
- JPG, GIF or PNG. Minor animation is allowed.



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### Website banner ad — 90-day post, two sections

\$500 \_\_\_\_\_ x months/section                      Ad start date \_\_\_\_\_ Ad end date \_\_\_\_\_

Website section (*select two at a minimum*) — you will be charged \$500 per 90 days per two sections.

\_\_\_\_\_ CPE    \_\_\_\_\_ News & Resources    \_\_\_\_\_ Involvement    \_\_\_\_\_ Career    \_\_\_\_\_ Become a CPA

### Website banner ad specifications:

Section 1 — Maximum of 50-characters including spaces

\_\_\_\_\_

Section 2 — Headline 30-characters including spaces.

\_\_\_\_\_

Section 2 — Tagline 40 characters including spaces

\_\_\_\_\_

Section 3 — Image/logo 333px by 93px at 150 DPI (arrow cropping in at 40DPI)

URL to link image: \_\_\_\_\_

Bar color can be one of these five colors    \_\_\_\_\_ Blue    \_\_\_\_\_ Green    \_\_\_\_\_ Teal    \_\_\_\_\_ Light Grey    \_\_\_\_\_ Dark Grey

*Text will be white except with light grey, which will be black text.*

### Contact and billing information

Company name \_\_\_\_\_ Today's date \_\_\_\_\_

Point of contact \_\_\_\_\_

Email address \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip code \_\_\_\_\_

Email form and ad content to Leslie Mueller, strategic partnership specialist at [lmuller@mncpa.org](mailto:lmuller@mncpa.org). For questions, call 952-885-5520.

Payment required prior to final submission. MNCPA has a the right to refuse any advertising content. Ads containing continuing profession education (CPE) offerings are not permitted.