

Footnote advertising

Footnote is the MNCPA's flagship publication covering accounting news, technology trends, personal development tips and MNCPA offerings.

Five reasons to consider a print advertising campaign:

- 1 **It's tangible.** Nearly all MNCPA members receive Footnote and almost half keep their copy of Footnote to reference later.
- 2 **It strengthens your brand.** You control the images, text, colors and fonts, solidifying your brand identity.
- 3 **It reaches a targeted audience.** Footnote is written specifically for CPAs and financial professionals. Your message will reach the right hands.
- 4 **It engages with members.** Unlike websites, which get skimmed by readers, Footnote contains relevant articles enticing members to thoroughly read the entire publication.
- 5 **It shows credibility.** Driving members to your website or business through print assures them that you are a legitimate business ready to help them solve a business need. **20%** of MNCPA members reportedly visit the website or contact the company after seeing a print advertisement in Footnote.

“Advertising in Footnote is a **smart investment** for my business. Most of our leads come from referrals, and CPAs are some of the best referral sources. Footnote allows us to economically and accurately **build our brand** with this key constituency group of Minnesota-based CPAs.”

– Dan Mulvaney, M&A advisor
Sunbelt Business Advisors

2022 Footnote advertising rates and sizes

Page	Size	1x	3x	6x
Back cover	8.5" x 11" with 1/4" bleed	\$2,350	\$2,285	\$2,250
Inside front cover	8.5" x 11" with 1/4" bleed	\$1,995	\$1,930	\$1,895
Inside back cover	8.5" x 11" with 1/4" bleed	\$1,995	\$1,930	\$1,895
Full page	8.5" x 11" with 1/4" bleed	\$1,630	\$1,570	\$1,525
Half page	7.5" x 4.875"	\$940	\$875	\$835
Third page	2.33" x 10"	\$715	\$690	\$650
Quarter page	3.625" x 4.875"	\$595	\$535	\$500
Eighth page	3.625" x 2.315"	\$440	\$375	\$340

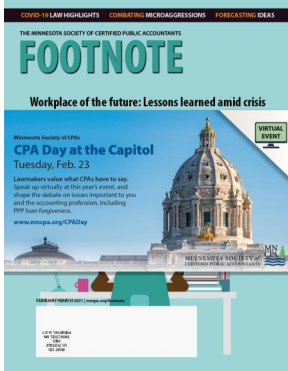
Footnote is a full-color publication. Black and white ad rates are available upon request. No advertising agency discounts.

Expand your reach with one of these unique advertising options

Sponsored content — MNCPA Business Perspective

Advertorials are unique advertising supplements to our magazine that allow you to connect with readers in an editorial-like fashion, but with content that you direct. Articles live as content on the MNCPA website for two years.

Pricing — \$2,790 one-page advertorial \$4,150 two-page advertorial



Belly band

Capture targeted members* attention with a Footnote belly band. Your company's brand is the first thing our members will see when our flagship publication hits their mailboxes. Use this as a standalone ad, or as an opportunity to direct members to additional information or offerings within Footnote.

Pricing — \$2,500 starting.

- Entire belly band is 5.5" high x 18" wide
- Printable area 5.5" high by 8.5" wide

Package insert

Have your company insert wrapped with Footnote. We'll package your marketing materials with our magazine. Targeted members* will feel like they are opening a gift — your gift!

Pricing — \$5,000 starting.

*The MNCPA has the ability to create a mailing query targeting your ad to groups of members, such as those in business and industry or public practice. Pricing may vary depending on the size of the audience you wish to reach.



Footnote publishing months and deadlines

Publication	Insertion Deadline	Artwork Deadline
April/May	Feb. 25, 2022	March 5, 2022
June/July	April 25, 2022	May 5, 2022
August/September	June 25, 2022	July 5, 2022
October/November	Aug. 25, 2022	Sept. 5, 2022
December/January	Oct. 25, 2022	Nov. 5, 2022
February/March	Dec. 25, 2022	Jan. 5, 2023

Questions/contact:

Leslie Mueller, strategic partnership specialist
952-885-5520 or by email
lmueller@mncpa.org

Specifications:

Artwork for display ads or belly bands are to be a high-resolution PDF.

Contact and billing information

Company name _____ Today's date _____

Point of contact _____

Email address _____ Phone _____

Address _____

City _____ State _____ Zip code _____

Advertising insertion order information:

Starting issue advertising month _____ 20_____ Ending issue advertising month _____ 20_____

Ad size Full-page Half-page Third-page Quarter-page Eighth-page**Covers (full-page only, based on availability)** Outside back cover Inside front cover Inside back cover**Rate (select one)** 1x rate 3x rate 6x rate**Add-on options:**

Business Perspective One-page _____ \$2,790 Two-page _____ \$4,150 _____ Preferred issue month

Belly band _____ \$2,500 _____ Preferred issue month

Insert _____ \$5,000 _____ Preferred issue month

Terms and conditions:

- Invoicing. Advertiser will be invoiced one month prior to the publication date. Invoices are to be paid upon receipt.
- MNCPA reserves the right to reject, alter, or refuse any advertising copy, at its sole discretion, or disapprove any advertising copy in accordance with the policies of the board of directors at any time prior to publication, no change in advertising content will be made without the prior consent of the advertiser.
- Ads for continuing professional education (CPE) programs will not be accepted.
- The Advertiser assumes full and complete responsibility and liability for the content of all advertising copy submitted, printed, and published pursuant to this agreement, and shall indemnify and save the MNCPA harmless against any demands, claims, or liability thereafter. The advertiser shall reimburse the MNCPA any amounts paid by the MNCPA in settlement of the claims or in satisfaction of judgments obtained by reason of publication of such advertising copy, including all expenses incurred in connection therewith, including, but not limited to, attorney's fees and costs of litigation.
- While every attempt will be made to facilitate placement requests, Advertiser agrees that MNCPA cannot guarantee specific position in publication.
- The validity, interpretation, and performance of this Agreement shall be controlled by and construed under the laws of the State of Minnesota.

Return form to: Leslie Mueller, strategic partnership specialist at lmuellem@mncpa.org. Questions, call Leslie at 952-885-5520.