

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

Footnote advertising rates and sizes

Page	Size	1x	3x	6x	9x
Back cover	8.5" x 11" with 1/4" bleed	\$2,195	\$2,135	\$2,100	\$2,015
Inside front cover	8.5" x 11" with 1/4" bleed	\$1,865	\$1,805	\$1,770	\$1,730
Inside back cover	8.5" x 11" with 1/4" bleed	\$1,865	\$1,805	\$1,770	\$1,730
Full page	8.5" x 11" with 1/4" bleed	\$1,525	\$1,465	\$1,425	\$1,375
Half page	7.5" x 4.875"	\$880	\$815	\$780	\$735
Third page	2.33" x 10"	n/a	\$645	\$605	\$560
Quarter page	3.625" x 4.875"	\$555	\$500	\$465	\$425
Eighth page	3.625" x 2.315"	\$410	\$350	\$320	\$275

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

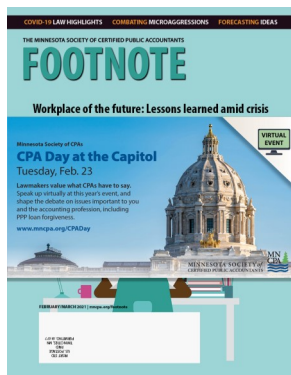
Additional advertising opportunities

Target your reach to a specific audience by using 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—\$2,780 one-page advertorial \$4,150 two-page advertorial



Belly band

Grab 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 stand-alone ad, or 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.*



Publishing months and deadlines

Publication	Insertion Deadline	Artwork Deadline
June/July	April 26, 2021	May 5, 2021
August	June 28, 2021	July 5, 2021
September	July 26, 2021	Aug. 5, 2021
October	Aug. 23, 2021	Sept. 6, 2021
November	Sept. 27, 2021	Oct. 5, 2021
Dec/Jan	Oct. 25, 2021	Nov. 5, 2021
Feb/March	Dec. 20, 2021	Jan. 5, 2022
April	Feb. 21, 2022	March 4, 2022
May	March 12, 2022	April 5, 2022

Specifications:

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

Questions?

Contact
 Leslie Mueller, business development
 specialist 952-885-5520, or
 E-mail lmuller@mncpa.org.

Footnote advertising insertion order

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)

_____ Back cover _____ Inside front cover _____ Inside back cover

Rate (select one)

_____ 1x rate _____ 3x rate _____ 6x rate _____ 9x rate

Add-on options:

Business Perspective One-page _____ \$2,780 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, business development specialist at lmuller@mncpa.org. Questions, call 952-885-5520.