

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 (width x height—select one)

_____ Full-page 8.5" x 11" w/quarter-inch bleed _____ Half-page 7.5" x 4.875" _____ Third-page 2.33" x 10" _____ Quarter-page 3.625" x 4.875" _____ Eighth-page 3.625" x 2.315"

Covers (full-page only, based on availability) - all covers are 8.5" x 11" with 1/4" bleed.

_____ Outside back cover _____ Inside front cover _____ Inside back cover

Rates

_____ 1x rate \$ _____ _____ 3x rate \$ _____ _____ 6x rate \$ _____

Add-on options:

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

Bellyband _____ \$2,500 _____ Preferred issue month

Insert _____ \$5,000 _____ Preferred issue month

Deadlines, 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.

Publication	Insertion Deadline	Artwork Deadline
April/May	Feb. 24, 2025	March 5, 2025
June/July	April 25, 2025	May 5, 2025
August/September	June 23, 2025	July 7, 2025
October/November	Aug. 25, 2025	Sept. 8, 2025
December/January	Oct. 27, 2025	Nov. 5, 2026
February/March	Dec. 29, 2025	Jan. 5, 2026
Specifications Artwork for display ads or belly bands are to be high-resolution PDFs.		

Return insertion order to Leslie Mueller at lmuel@mncpa.org.