



Elevate your impact.

# 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 (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. 20, 2023	March 6, 2023
June/July	April 17, 2023	May 8, 2023
August/September	June 19, 2023	July 5, 2023
October/November	Aug. 21, 2023	Sept. 5, 2023
December/January	Oct. 23, 2023	Nov. 6, 2023
February/March	Dec. 25, 2023	Jan. 5, 2024

**Specifications:**  
Artwork for display ads or bellybands are to be a high-resolution PDF.

Return insertion order to Leslie Mueller at [lmuller@mncpa.org](mailto:lmuller@mncpa.org).