THE Minnesota News

Media Kit 2018

The Minnesota News has continued to impact and increase its readership delivering industry news to over 7,500 qualified industry professionals.
Our readers are dedicated buying professionals interested in growing their businesses making The Minnesota News an excellent vehicle to market to the insurance industry.

Attention Advertiser

The MIIAB Board of Directors thanks you for your continued support of *The Minnesota News*, the newsletter designed to keep insurance agents and brokers current on a wide range of industry issues and information encompassing:

- **Educational opportunities**
- **New products and services**
- **State and National Legislative issues**
- **Community outreach**
- **Statewide and Regional association activities**

The Minnesota News strives to broaden the viewpoint of its audience by providing compelling information that reflects the level of involvement.

Ad Specifications

PDF to size

Circulation & Readership

The Minnesota News circulation has grown to 7,500 insurance professionals in the state of Minnesota and national affiliations. Our audience includes:

- **Over 6,500 Independent Minnesota Insurance Agents**
- **Over 500 Insurance Companies & Branch Offices**
- **National & Regional Affiliates with IIABA**
- **Key Legislative & Business Contacts**
- **Association Member Retirees**

Deadlines & Publishing

Minnesota News is published quarterly:

Spring (March)	**Deadline February 15**
Summer (June)	**Deadline May 15**
Fall (September)	**Deadline August 15**
Winter (December)	**Deadline November 15**

*To serve the members in a timely manner, materials, articles, information and pictures are requested to the Association Office no later than the dates listed above.

General Information

News releases, announcements, comments and/or other items of general interest for the readership are welcome from subscribers.

Submit information to the attention of the *The Minnesota News* via fax, mail, or email:

Attn: Keith Knapp
MIIAB
15490 101st Ave N, Suite 100
Maple Grove, MN 55369

Email: kknapp@miia.org
Phone: 763-235-6478 Fax: 763-235-6461
Web: www.miia.org

(Over)

2018 ADVERTISING RATES & CONTRACT FORM

Ad	Size	1x Rate	4x Rate *25% Discount
Full Page (Color)	7.5"x10 Vertical	$1210	$3630
Half Page (Color)	7.5" x 4.875" H 3.625" x 10" V	$799	$2397
Quarter Page (Color)	3.625" x 4.875" H 7.5" x 2.312" V	$399	$1197
Full Page (B/W)	7.5"x10 Vertical	$1089	$3267
Half Page (B/W)	7.5" x 4.875" H 3.625" x 10" V	$719	$2157
Quarter Page (B/W)	3.625" x 4.875" H 7.5" x 2.312" V	$359	$1077

*To qualify for discount rates payment for the full amount (i.e. 4x Full Page Color of $3630) must be made prior to 1st insertion.

ISSUE DESIRED
- ❒ SPRING (March)
- ❒ SUMMER (June)
- ❒ FALL (September)
- ❒ WINTER (December)

AD SIZE
- ❒ FULL PAGE
- ❒ HALF PAGE
- ❒ QUARTER PAGE

RATE
- ❒ 1X
- ❒ 4X (25% Discount)

COLOR
- ❒ COLOR
- ❒ BLACK & WHITE

CAMERA READY ARTWORK
- ❒ ENCLOSED AS ELECTRONIC FILE
- ❒ ISSUING PDF VIA EMAIL
- ❒ WILL MAIL TO MIIAB

PAYMENT METHOD
- ❒ CHECK
- ❒ VISA or MASTERCARD
- ❒ PLEASE INVOICE ADVERTISER
- ❒ PLEASE INVOICE AD AGENCY

Advertiser Information

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Company Name

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City State Zip

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Contact Name

Company Name

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City State Zip

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Credit Card Info ❒ Visa ❒ Mastercard

Credit Card Number Name on Card Expiration Date Security Code

Address City State Zip

By signing below I understand to qualify for discounted rates payment will need to be made in full prior to 1st insursion being placed in the Minnesota News

Signature (required)

Remit to:
MIIAB
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