

# The RESOURCE

Official Publication of the  
Minnesota Municipal Utilities Association



## 2021 Display Ad Rates and Ad Sizes

Ad Sizes	Member	Non-Member	Single
	Annual	Annual	Issue
2 columns by 1 1/2 inches	\$575	\$1,000	N/A
2 columns by 2 1/4 inches	\$750	\$1,400	N/A
2 columns by 5 inches	\$1,200	\$1,600	\$500
4 columns by 2 1/2 inches	\$1,200	\$1,600	\$600
3 columns by 4 inches	\$1,250	\$1,700	\$650
4 columns by 4 inches (1/4 page)	\$1,360	\$1,800	\$750
4 columns by 5 3/4 inches (1/3 page)	\$1,780	\$2,800	\$850
5 columns by 7 inches (1/2 page)	\$2,400	\$3,500	\$1,000
5 columns by 15 inches (full page)	\$3,800	\$5,000	\$2,000

**Publication Size**  
11.5 inches wide by  
16 tall

**Column Widths**

1 Column	1 3/4"
2 Columns	3 3/4"
3 Columns	5 3/4"
4 Columns	7 3/4"
5 Columns	9 3/4"

*The Resource* will be published 11 times a year, with a combined July-August edition. Publication line screen is 102. *The Resource* is produced via Adobe InDesign on a Windows platform. We accept electronic files in high-resolution tif, jpeg, or pdf formats. If you do not have an electronic version of your ad, we can create one for an additional charge. Please call for additional information.

## Professional Services Ads

The Professional Services section (PS) runs on the last two inside pages. Two PS ad sizes are available:

- 3 1/2" wide by 1 1/4" high      \$350 for 11 issues
- Business-card size      \$550 for 11 issues

**Free PS ads are given to Annual Sponsors or those who purchase an annual Display Ad at 2 columns by 5 inches or larger.**

## Order Information

Please insert in *The Resource* the attached advertising copy. Please check one:

- Display and Professional Services ads  
 Display ad only  
 Professional Services ad only

Ad to run from \_\_\_\_\_ to \_\_\_\_\_ Order Date \_\_\_\_\_

Size of ad: \_\_\_\_\_ columns by \_\_\_\_\_ inches      Payment encl. \_\_\_\_\_      Bill me \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ ST \_\_\_\_\_ Zip \_\_\_\_\_

Phone No. \_\_\_\_\_ Email: \_\_\_\_\_

Ordered by (Please print) \_\_\_\_\_ Signature \_\_\_\_\_

Return to Steve Downer at MMUA, 3131 Fernbrook Lane North, Suite 200, Plymouth, MN 55447-5337  
 Phone: 763-551-1230; Direct Dial: 763-746-0702; Fax: 763-551-0459; E-mail: sdowner@mmua.org

## **Premiums**

Ads will not be placed on pages 2 or 3 unless necessitated by ad volume. Ads will not be run on back page unless necessitated by ad volume. Back page placement can be guaranteed with a fee of an additional \$100.00 per month.

## **Color**

MMUA Annual Sponsors receive a free color ad. For non-sponsors, monthly additional charge for four-color ads is \$150.00. Spot color charge, for colors in addition to black, is \$70.00 per month.

## **Electronic files**

We accept electronic files in pdf, jpeg or tif formats.

## **The Association reserves the right to refuse or withdraw advertising at any time under the following conditions:**

- a. An ad on its face misrepresents a firm or product.
- b. An ad is in poor taste in that it represents in an unfavorable light or holds up to ridicule an individual or group of individuals.
- c. The ad or the firm does not agree with and actively opposes public power and municipal ownership of utilities and those institutions that make it possible for them to operate.

Refusal of an ad by the Association shall be without prejudice to either the subscriber or the Association.

## **Withdrawal of ads may be at the request of the advertiser or by the Association for any of the above or for any of the following reasons after the ad has begun to run:**

- a. Notification by the advertiser that the firm is no longer in business.
- b. Notification by the advertiser that the product or service advertised is no longer available.
- c. Determination by the Association that the product or service advertised is hazardous to the public, employees of the utility, or not as represented.
- d. At the request of the subscriber.

Ads withdrawn at the request of the subscriber shall be subject to a refund from the MMUA, pro-rated at 1/2 of the advertising rate for each month remaining under the agreement. In all cases, a \$75 service fee shall be first subtracted from the refund.

## **Additional policies**

- Ads to run fewer than 11 issues shall be limited to a minimum size of 10 column inches and shall be at the single issue rate.
- The Association assumes no liability for misprints or omissions beyond the cost of the advertisement itself.
- Tear sheets, affidavits of publication shall not normally be furnished. Additional copies are generally available.

## **Editorial Policies**

The Association assumes responsibility and editorial control of the content of the newsletter with the exception of content from outside sources. It should be clearly understood that *The Resource* is a newsletter and not a newspaper. Editorial balance and objectivity is one goal, but not the only goal, and all sides of issues may not always be represented.