



MINNESOTA  
COUNCIL OF  
NONPROFITS

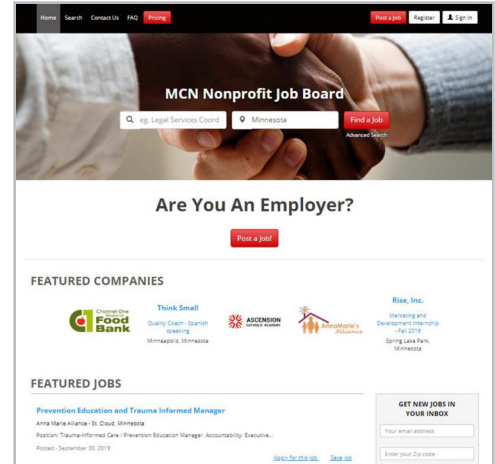
# 2026 MCN PRINT AND DIGITAL ADVERTISING

Connecting nonprofits with the products, services, and  
expertise they need to make their missions come to life.

---

LEARN MORE AT  
[WWW.MINNESOTANONPROFITS.ORG/ADVERTISE](http://WWW.MINNESOTANONPROFITS.ORG/ADVERTISE)

# Do you have a message for nonprofits?



Is your business or organization looking to reach decision-makers from Minnesota's vibrant nonprofit sector? Do you have the expertise nonprofits need to advance their missions and create strong and sustainable organizations in the years to come? You've come to the right place!

The Minnesota Council of Nonprofits (MCN) has a wide array of options to help you spread the word about your products, services, and expertise to nonprofits — each designed with marketing budgets of all sizes in mind.

MCN regularly communicates with over 2,100 member nonprofit organizations, as well as thousands of other organizations, employers, and jobseekers. By participating in various advertising/sponsorship opportunities, you can harness these communications to highlight all you do to support nonprofits each day.

Many of our advertising opportunities are available exclusively to our nonprofit and associate members, while others have both member and nonmember pricing. The following pages contain in-depth information regarding the audience reach, specifications, and pricing of all advertising opportunities available through MCN.

Have a look and let us know how we can best help you reach the nonprofit audience with whom you'd like to connect!

Ready to schedule advertising today? If so, contact John Wurm, MCN organizational development and engagement director, at 651-757-3082 or [jwurm@minnesotanonprofits.org](mailto:jwurm@minnesotanonprofits.org).

# Nonprofit News

*Nonprofit News* is a digital & print newsletter published quarterly as a benefit to MCN members. Distributed to over 14,000 nonprofit and community leaders digitally and 2,400 organizations in print, it is filled with informational articles, timely resources and updates, and practical applications.

*Nonprofit News* is a useful publication that nonprofits look forward to receiving and reading cover to cover. Our readers tend to keep issues to pass along to colleagues and to refer to at later times. Because our readers see *Nonprofit News* as a continued resource, your advertisement has a shelf-life longer than just when the publication hits inboxes.

Our readers are executive directors, finance managers, human resources professionals, marketing and communications professionals, fundraisers, technology experts, public policy advocates, and other nonprofit managers.

## Nonprofit News Calendar

Issue	Reserve by	Materials by	Mail Date
Winter	Dec. 26, 2025	Jan. 26, 2026	Feb. 26, 2026
Spring	Mar. 23, 2026	April 24, 2026	May 28, 2026
Summer	June 15, 2026	July 27, 2026	Aug. 27, 2026
Fall	Sept. 27, 2026	Oct. 26, 2026	Nov. 19, 2026

## Ad Specs and Costs\*

Ad	Ad Size	Cost
Full page (back cover)**	8 1/2" W x 11" H	\$1,600
1/3 pg. vertical	2 1/4" W x 10" H	\$1,200
1/3 pg. horizontal	7 1/2" W x 3" H	\$1,200
1/4 pg. horizontal	5 W" x 3 1/2" H	\$900

\*The opportunity to advertise in *Nonprofit News* is available only to MCN associate and nonprofit members. Ally and Advocate level associate members receive a 50 percent discount on ads in *Nonprofit News*.

\*\*Full page ad appears on back cover and must be designed with 1/8" bleed.

All ads must be created in 4c (four-color) and be self-contained in a frame measuring the specified dimensions. Artwork must be provided digitally as a hi-resolution PDF or JPG file with all fonts and graphics embedded.



1/3 Page  
Horizontal

Full Page

1/3  
Page  
Vertical

1/4 Page  
Horizontal

# E-Newsletter Sponsorship

MCN offers a monthly sponsorship in the form of banner ads in a variety of email newsletters options, including Grants Alert, Smart Nonprofits, and Events Forecast. Subscriber bases vary from 3,900 to 6,800, reaching nonprofit professionals working in a wide array of nonprofit work, including finance, fundraising, HR, communications, programming, and more.

Advertising in MCN's email newsletters is available to all businesses and nonprofits. Advocate- and Ally-level associate members, as well as nonprofit members, receive a 50 percent discount. Ally-level associate members also receive one free ad during their membership year.

## E-Newsletter Options

### Minnesota Grants Alert (3,900 subscribers, 40% open rate)

This bi-weekly alert details information on funding opportunities, including those with Minnesota foundations, government programs, national funders and information on professional development opportunities for staff.

### Smart Nonprofits (4,000 subscribers, 33% open rate)

This newsletter, sent every other week, is a quick summary of upcoming events, trainings and briefings for those working in nonprofits statewide as well as information from educational providers in Minnesota.

### Events Forecast (6,800 subscribers, 28% open rate)

This digital newsletter, sent at the end of every month, highlights all of MCN's in-person and virtual learning and networking opportunities for the coming month.

## Ad Specs and Costs\*

E-Newsletter	Cost	Dimensions	# of Issues/# of Months
Minnesota Grants Alert	\$600	200ppi x 200ppi	2 Issues/1 Month
Smart Nonprofits	\$600	600ppi x 120ppi	2 Issues/1 Month
Events Forecast	\$600	600ppi x 120ppi	1 Issue/1 Month

\*Advertisers reserving a three banners at the same time will receive a free fourth ad in the e-newsletter of their choice in the same or next calendar year (based on availability). Submissions should be sent as a jpg or gif, along with the URL the ad will direct traffic to.

The image shows three examples of box ads from the Minnesota Council of Nonprofits (MCN) Grants Alert newsletter. The top ad is for 'Technology Project Grants' by the Shavlik Family Foundation, dated December 15. It includes a description of the grant, the number of grants awarded (\$1,000 to \$30,000), and a list of outcomes from funded projects. The middle ad is for 'MPA' (Master of Public Administration) at St. Cloud State University, highlighting its concentration in nonprofit management. The bottom ad is for 'FINISH 2018 STRONG' video training series, offering a six-week training program to help nonprofits execute their major donor strategy.

Examples of box ad in Grants Alert

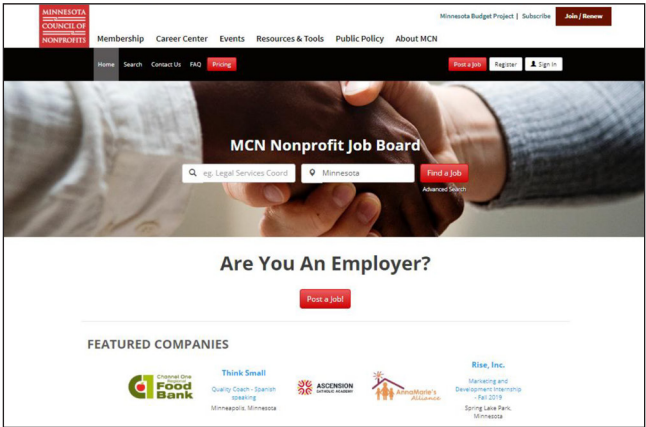
The image shows a banner ad from the Minnesota Council of Nonprofits (MCN) Smart Nonprofits newsletter. The ad is titled 'Lead through Change at the 2019 Nonprofit Finance Conference'. It describes the conference as a day-long event focusing on leadership, fiscal transparency, ethical decision making, and taking a long-term view. It mentions the conference is hosted by MCN and Propel Nonprofits, and is taking place on Thursday, April 11 at the Earle Brown Heritage Center in Brooklyn Center. The ad also includes a call to action to learn more or register today, and a sponsorship notice for MPA (Master of Public Administration) at St. Cloud State University.

Example of banner ad in Smart Nonprofits

# Job Board Sponsorship

For over 20 years, the Minnesota Council of Nonprofits, the largest state association of nonprofits in the nation, has helped employers and jobseekers come together to build stronger nonprofits, a thriving nonprofit sector, and a better Minnesota through its highly trafficked job board.

One of the largest, most comprehensive nonprofit-specific job search tools in the U.S., the MCN Nonprofit Job Board receives 74,000+ visits per month from jobseekers, many who rate this service as their top tool for finding nonprofit employment.



## Job Board Traffic

The MCN Nonprofit Job Board is one of the highest-trafficked nonprofit-specific job boards in the nation, with an average of:

- 34,000 users, 74,000 sessions, and 280,000 page views per month
- 1,200 full- or part-time jobs, board positions, internships, and volunteer opportunities posted per month.

## Sizes, Specs, and Costs

Job Board ads are sold based on a flat-fee pricing structure, priced in slots of one, three, six or twelve months. Reservations are first-come, first-serve and availability may be limited. Artwork should be sent as a png, jpg, or gif, along with the URL to which the ad will direct, a minimum of two weeks prior to the first day of the first month of reserved slot.

Run-of-site ad sizes and placements included are:

**Header Banner:** 728 x 90 ppi, appears at the top of every page.

**Homepage Sidebar Box:** 250 x 250 ppi, appears below right sidebar “Sign Up” box on homepage only.

**Pane View:** 468 x 60, appears above search results

**Footer Banner:** 728 x 90 ppi, appears at the bottom of every page.

Ad Placement / Duration	Cost	Ad Placement
Run of Site / 12 months (\$1,250 per month)	\$15,000	Header, Homepage, Footer
Run of Site / 6 months (\$1,500 per month)	\$9,000	Header, Homepage, Footer
Run of Site / 3 months (\$1,750 per month)	\$5,250	Header, Homepage, Footer
Run of Site / 1 month	\$2,000	Header, Homepage, Footer



MINNESOTA  
COUNCIL OF  
NONPROFITS

Minnesota Budget Project | Subscribe

Join / Renew

MembershipCareer CenterEventsResources & ToolsPublic PolicyAbout MCN

HomeSearchContact UsFAQPricing

RegisterSign InPost a Job

MCN Nonprofit Job Board

e.g. Legal Services Coordi

e.g. Minneapolis

Find a Job

Advanced Search

MINNESOTA COUNCIL OF NONPROFITS

Add 30% to your silent auction. [Learn How](#) [ClickBid](#) cbo.io/30

Minnesota Budget Project | [Subscribe](#) [Join / Renew](#)

[Membership](#) [Career Center](#) [Events](#) [Resources & Tools](#) [Public Policy](#) [About MCN](#)

[Home](#) [Search](#) [Contact Us](#) [FAQ](#) [Pricing](#) [Register](#) [Sign In](#) [Post a Job](#)

## Header Banner - 628x60

### MCN Nonprofit Job Board

[Find a Job](#)



Advanced Search

### Are You An Employer?

[Post a Job!](#)

Home Page - 250 x 250

### Executive Director



 Central Minnesota Dementia Community Action Network  St. Cloud, Minnesota

D-CAN Executive Director Job Description The Executive Director is the key management leader of the Central Minnesota Dementia Community Action Network (D-CAN). Since this will be our first Executiv...

Posted - November 8, 2021

[Apply Now](#) [Save job](#)

### Assistant Program Director-Jail Screening Unit

 JusticePoint  St. Paul, Minnesota

Requires occasional coverage of first, second, and third shift screening.Some overnight and weekend coverage required.Job Description: The Assistant Director, Jail Screening Unit, is responsible for t...

Posted - November 5, 2021

[Apply Now](#) [Save job](#)

# Sponsor Registration

## Company Information

(Contact person's name - for logistical information)

(Contact person's phone)

(Contact person's email)

(Business name - as it should appear in print)

(Organization's street address)

(City, State, Zip)

(Website - as it should appear and link to)

**Nonprofit News Advertising:** ♦ Full page (back cover) ♦ 1/3 page horizontal ♦ 1/3 page vertical ♦ 1/4 page  
Issues/Editions to reserve: \_\_\_\_\_

**E-Newsletter Advertising:** ♦ Smart Nonprofits ♦ Grants Alert ♦ Events Forecast ♦ Regional Update(s)  
Editions/Months to reserve: \_\_\_\_\_

**Job Board Sponsorship:** ♦ 12 months ♦ 6 months ♦ 3 months ♦ 1 month  
Months to reserve: \_\_\_\_\_

## Payment Information

♦ Check enclosed ♦ Please bill my credit card\* ♦ ACH Total amount to be charged \_\_\_\_\_

Card Number

Exp. Date (required)

CVV code (required)

(Name - as it appears on card)

(Organization Name - if corporate card)

Business Address (if different than above)

Cardholder Signature



### Return your reservation form to:

Mail: Minnesota Council of Nonprofits, Attn: Accountant, 2314 University Ave. W, Ste 20, St. Paul, MN 55114  
Email: [accountant@minnesotanonprofits.org](mailto:accountant@minnesotanonprofits.org)  
FAX: 651-642-1517

*\*Per MCN's credit card processing policy, a 3 percent charge will be added to any credit card charges over \$2,000 in total.*

# About the Minnesota Council of Nonprofits

The Minnesota Council of Nonprofits (MCN) was founded in 1987 to meet the increasing information needs of nonprofits and to convene nonprofits to address issues facing the sector. It is one of the largest state association of nonprofits in the United States. Through MCN, nonprofits join together across interest areas to work on issues of common concern to all.

MCN accomplishes its mission in five ways:

- Education and professional development for nonprofit managers and leaders;
- Public policy education and civic engagement;
- Cost-saving product partnerships;
- Research on nonprofit sector trends and tax and budget issues; and
- Advocacy at local, state, and federal levels.

MCN has over 2,100 nonprofit members from across the state of Minnesota, as well as 260 business members. Our members impact every facet of Minnesota's vibrant communities — from the arts, education, and the environment to housing, employment, and health.

Together, we all make Minnesota a better place to live, work, and play.



2314 University Ave. W., Suite 20  
St. Paul, MN 55114  
651-642-1904 | FAX 651-64-1517  
[info@minnesotanonprofits.org](mailto:info@minnesotanonprofits.org)