

MINNESOTA COUNCIL OF NONPROFITS

2027 MCN PRINT AND DIGITAL ADVERTISING

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

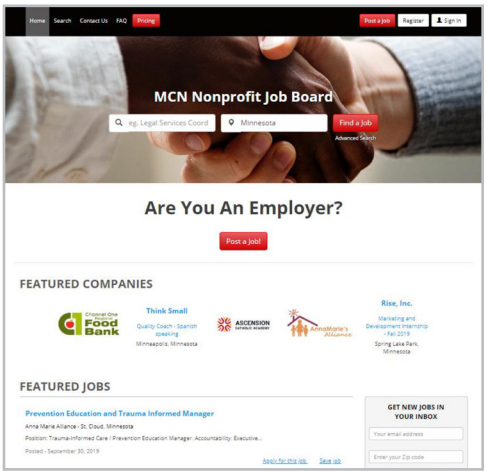
LEARN MORE AT
WWW.MINNESOTANONPROFITS.ORG/ADVERTISE

Do you have a message for nonprofits?

Advertise with MCN to spread the word!







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.

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 organizaitons 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. 28, 2026	Jan. 25, 2027	Feb. 26, 2027
Spring	Mar. 22, 2027	April 23, 2027	May 28, 2027
Summer	June 14, 2027	July 26, 2027	Aug. 27, 2027
Fall	Sept. 27, 2027	Oct. 25, 2027	Nov. 19, 2027

Ad Specs and Costs**

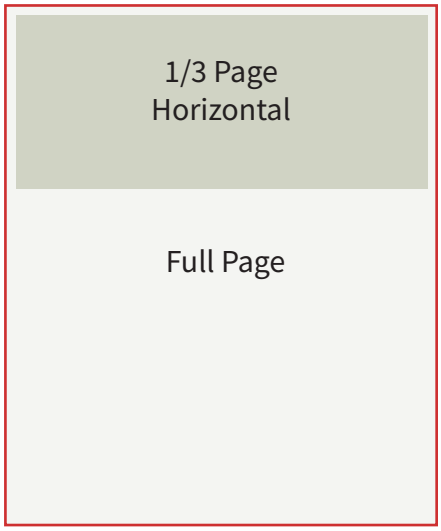
Ad	Ad Size	Cost
Full page***	8 1/2” W x 11” H	$1,600
1/3 pg. vertical	2 1/4” W x 10” H	$1,200
1/3 pg. horizontal	7 1/2” W x 3” H	$1,200

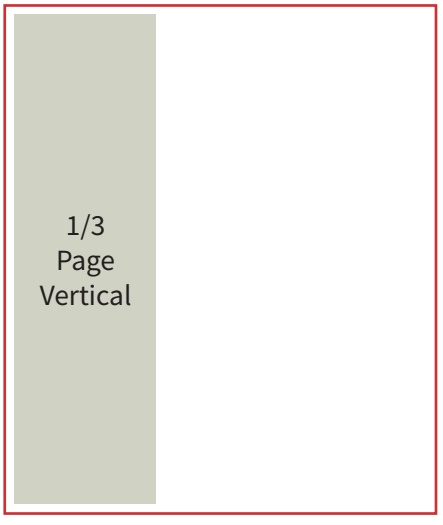
*Mail dates are appoximate, with actual distribution date depending on format (print vs. digital) and editorial and layout consideraitons

**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.

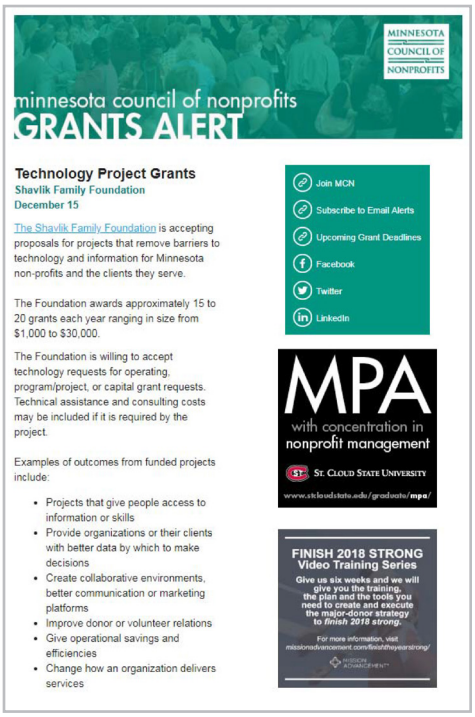




E-Newsletter Sponsorship

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 3,600 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.



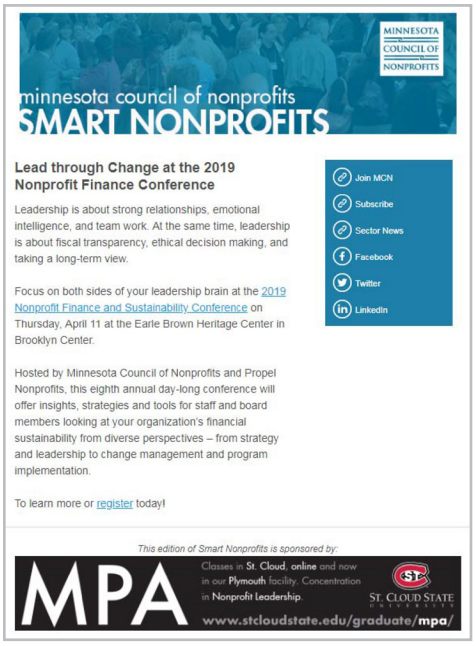
Examples of box ad in Grants Alert

E-Newsletter Options

Minnesota Grants Alert (3,750 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 (3,800 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 (5,700 subscribers, 25% 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.



Example of banner ad in Smart Nonprofits

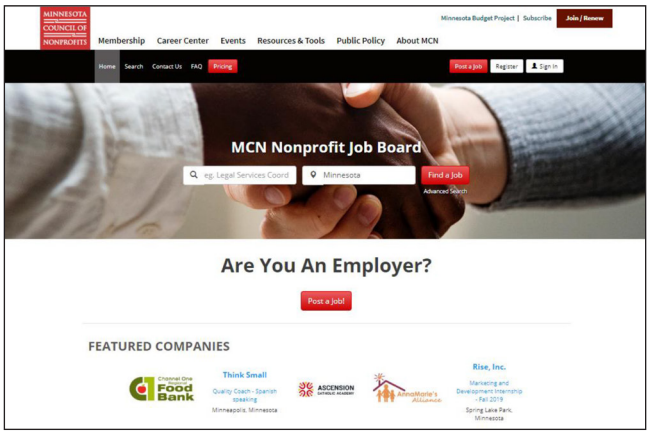
Ad Specs and Costs*

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.

Job Board Sponsorship

For over 25 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 71,000+ 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:

- 32,000 users, 71,000 sessions, and 250,000 page views per month
- 1,000 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.

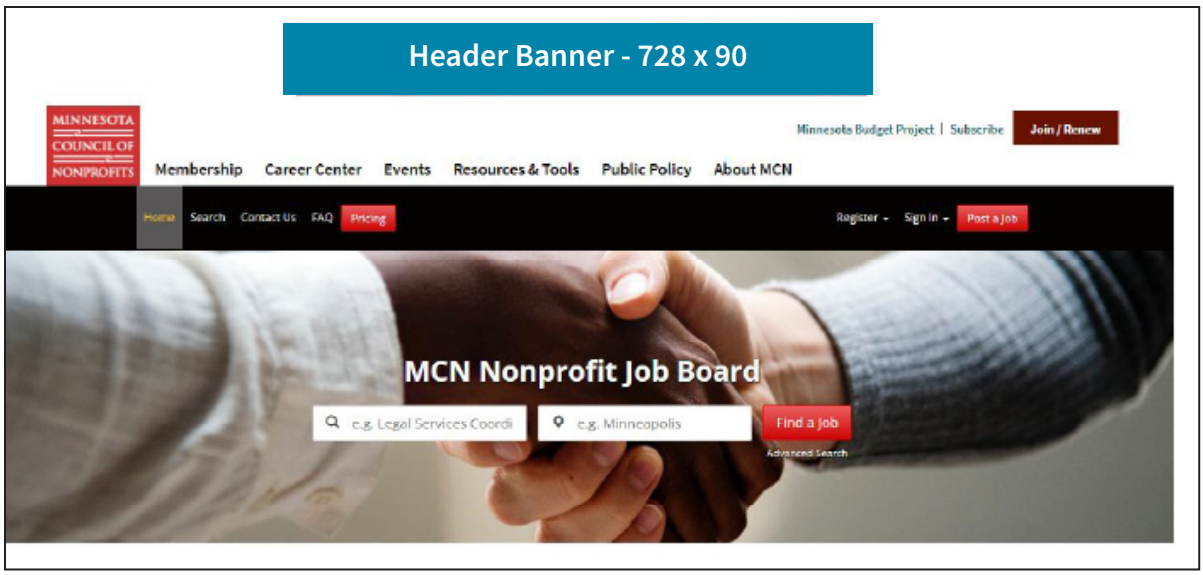
Homepage Sidebar Box: 250 x 250 ppi, appears below right sidebar “Sign Up” box on homepage only.

Pane View: 468 x 60, appears above search results

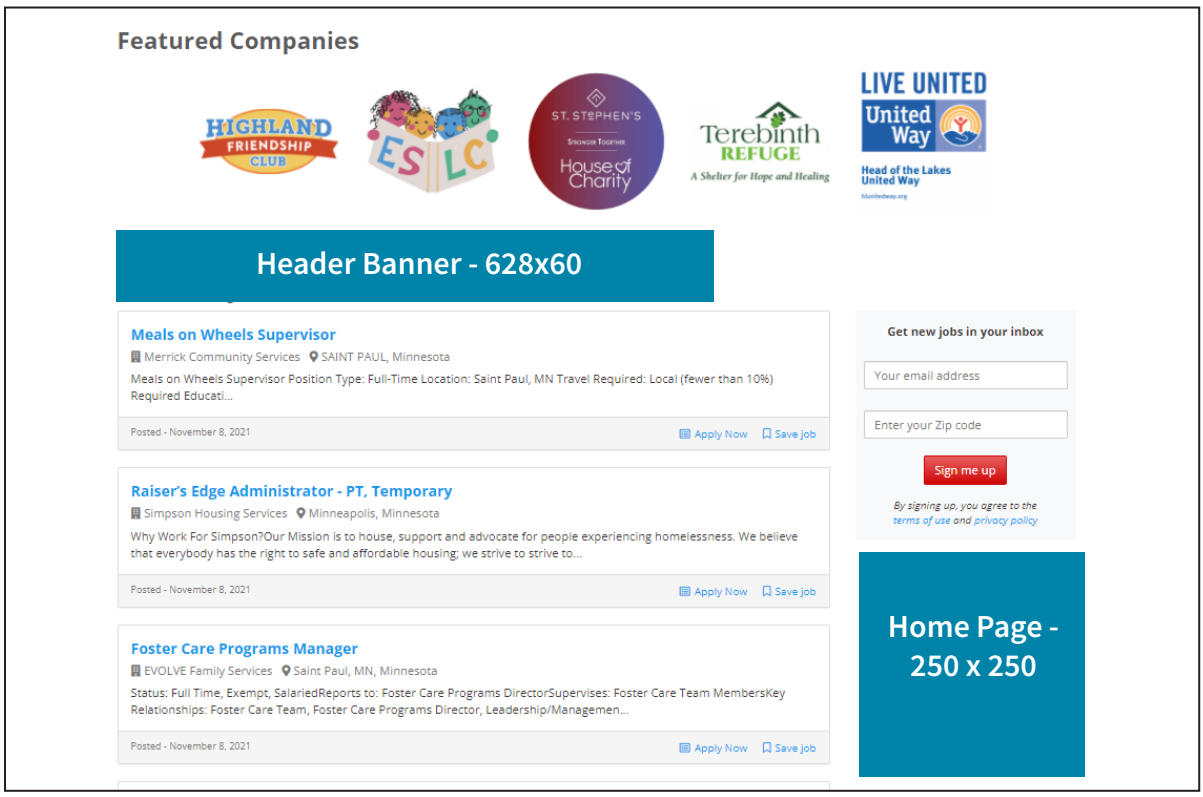
Footer Banner: 728 x 90 ppi, appears at the bottom of every page.

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

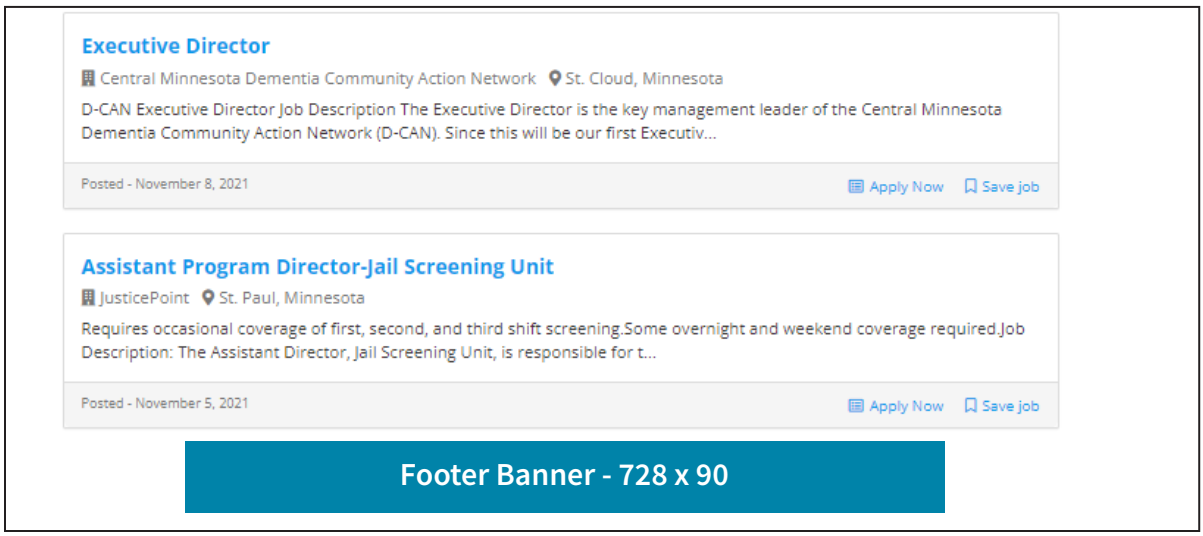
Header Banner



Home Page Box / Pane View Banner



Footer Banner



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

Issues/Editions to reserve: _____

E-Newsletter Advertising: ◊ Smart Nonprofits ◊ Grants Alert ◊ Events Forecast

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

MINNESOTA COUNCIL OF NONPROFITS

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
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.

MINNESOTA COUNCIL OF NONPROFITS

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info@minnesotanonprofits.org