



MI Minnesota News

Media Kit 2021

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

Type: Web Optimized PDF to size
Max Image Resolution: 150 ppi
Max Image Size: 1000KB

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
 601 Carlson Parkway
 Suite 450
 Minnetonka, MN 55305

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

(Over)

2021 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.**

Advertiser Information

Ad Agency Information

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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
 PAY ONLINE with Credit Card
 PLEASE INVOICE ADVERTISER
 PLEASE INVOICE AD AGENCY

Credit Card or ACH on our Secure Online Portal at: <https://mia.epaypolicy.com/>

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

Signature (required)

Remit to:

MIIAB

601 Carlson Parkway #450

Minnetonka, MN 55305