



MINNESOTA COUNCIL  
ON FOUNDATIONS

# 2020 Advertising Opportunities

## Advertise with MCF

Expand your reach through digital advertising with the Minnesota Council on Foundations. Access thousands of individuals who collectively advance prosperity and equity across the state of Minnesota. Explore our 2020 advertising options below.

## Giving Forum Magazine Advertising

Reach nearly 150 MCF member organizations in Minnesota's philanthropic community by advertising in the 2020 Giving Forum Magazine

This year's issue will highlight MCF's 50-year anniversary as a commemorative magazine that illuminates philanthropy's past, present and future.

**See next page for advertising deadlines and submission details for the digital/printed limited-run keep-sake edition.**



## 2020 Giving Forum Magazine at a Glance



### Expand Your Reach

The Giving Forum Magazine reaches foundations and corporate giving programs state-wide across the state of Minnesota



### MCF's 50 Year Anniversary

The Minnesota Council on Foundations celebrates its 50-year anniversary with a commemorative edition of Giving Forum Magazine




### Reach Nearly 150 MCF Member Organizations

In Minnesota's philanthropic community by advertising in the 2020 Giving Forum Magazine

### 2020 Giving Forum Magazine General Advertising Rates (1 Issue)

Ad Placement	Dimensions	1x Rate	Quant. Available
Inside Front Cover	8.625 x 11.25 in. (vertical)	<b>\$1,000</b>	1 Ad Placement
Full Page, Interior	8.625 x 11.25 in. (vertical)	<b>\$1,000</b>	5 Ad Placements
Half Page, Back Cover	8.625 x 5.625 in. (horizontal)	<b>\$500</b>	1 Ad Placement
Half Page, Interior	7.5 x 4.75 in. (horizontal)	<b>\$500</b>	4 Ad Placements
Quarter Page, Inside Interior	4.24 x 5.49 in. (vertical)	<b>\$400</b>	4 Ad Placements

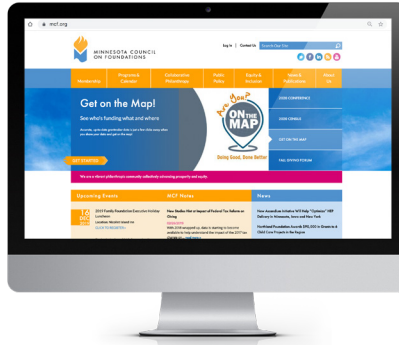
### 2020 Giving Forum Magazine Premier Sponsorship Rate (1 Issue)

 <ul style="list-style-type: none"> <li>• 3 x 3 in. Editor Page, Interior Ad (square)</li> <li>• 8.625 x 11.25 in. Full Page Ad (interior)</li> <li>• Logo + Name Recognition within President's Letter</li> <li>• Back Cover Logo Placement</li> </ul>	<b>\$3,000</b>
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Please note: Ads are accepted on a first come, first served basis.

# Digital Advertising

In addition to our Giving Forum Magazine, MCF offers a variety of digital advertising options that provide great visibility to share news, information, announcements, upcoming job opportunities and more!



2020 Digital Advertising Rates (Monthly Flat Rate)			
Ad Placement	Dimensions	1x Rate	Duration of Time
Website: Home Page (Right Side Bar)	394 x 200 px. (horizontal)	\$295	1 Ad Placement for 1 Month
Website: Jobs Board Page (Right Side Bar)	250 x 600 px. (vertical)	\$295	1 Ad Placement for 1 Month
Website: Jobs Board Page (Top Banner)	700 x 200 px. (horizontal)	\$349	1 Ad Placement for 1 Month
Website: Landing Page (Right Side Bar)	250 x 600 px. (vertical)	\$295	1 Ad Placement for 1 Month
MCF Notes e-Newsletter (Right Side Bar)	130 x 220 px. (vertical)	\$125	1 Ad Placement for 1 Month
MCF Giving Memo e-Newsletter (Right Side Bar)	130 x 220 px. (vertical)	\$125	1 Ad Placement for 1 Month

Please note: Ads are accepted on a first come, first served basis.

## Advertising Artwork Due Dates

- 2020 Giving Forum Magazine **ad artwork is due by September 18, 2020 at 5:00 p.m.**
- Digital artwork is **due by the 25<sup>th</sup> of every month at 5:00 p.m.** to be placed online or within the e-newsletter the following month.

## Questions?

Please call Erin Jordan at **612-465-0716**. Email advertising artwork to [ejordan@mcf.org](mailto:ejordan@mcf.org).

## Digital Advertising Audiences at a Glance



54,000 average monthly website visits to [mcf.org](http://mcf.org)



13,000 monthly views on the MCF website job board



Advertise in MCF Notes with over 1,500 opens and 300 clicks to our weekly e-Newsletter



Reach over 3,000 nonprofit subscribers by advertising in the Giving Memo e-Newsletter each month