2020 Advertisement Opportunities
with Minnesota Council on Foundations

We invite all advertisers to provide a full-color ad in Giving Forum, a magazine that connects with MCF members and nonprofit communities. Giving Forum is sent to more than 2,500 leaders at foundations and corporate giving programs, and digitally available to more than 3,700 nonprofit staff employees.

Why Giving Forum?

Giving Forum magazine connects members of Minnesota’s philanthropic and nonprofit communities with one another and with trusted resources.

The magazine features diverse contributors who inspire readers with innovative ideas and share how they turned their ideas into impact.

It uses storytelling to connect grantmakers to a future of bold thinking, deepen conversations and highlight credibility. A respected source of grantmaking news for 38 years, Giving Forum has grown into a full-color, bi-annual magazine with a pronounced editorial voice.

In addition to providing an advertisement with Giving Forum, if you choose to run your ad in two issues, you automatically receive space to advertise on our website and/or (depends on advertisement package you choose) our MCF e-newsletters.
How to Navigate MCF’s Advertisement Choices

On this page you will find package options to choose from. Simply put, the bigger the advertisement in Giving Forum, the more digital features we include so your brand can be visible in more places across MCF communications. Purchasing the packages options means that you will run your print ad in two issues of Giving Forum, and find your ad visible in some high traffic, online places.

We also offer one-time ad options; see the 3rd page for details on pricing.

Package Options

“Mississippi River” (Let your brand flow all year long) for $1,900

- Giving Forum Inside Cover - Full Page (Front or Back), 2 issues
- Only one package available in 2019! Be the first to claim it.
  + MCF Notes - Banner or Sidebar Image 1x/month for 12 months
  + Giving Memo - Banner or Sidebar Image Ad, 4x/year
  + MCF website jobs board - Banner Image Ad or Sidebar Image Ad, 6 months
  + MCF website homepage - Sidebar Image Ad, 3 months

“Iron Range” (Make your brand work hard for you) for $1,600

- Giving Forum Back Cover - 1/2 Page, 2 issues
- Only two packages available in 2019!
  + MCF Notes - Banner Image Ad or Sidebar Image Ad, 1x/month for 6 months
  + Giving Memo - Banner Image Ad or Sidebar Image Ad, 2x/year
  + MCF website jobs board - Banner Image Ad or Sidebar Image Ad, 4 months
  + MCF website homepage - Sidebar Image Ad, 1 month

“Lake Superior” (Make a big splash for your brand) for $1,400

- Giving Forum - Full Page, 2 issues
  + MCF Notes - Banner Image Ad or Sidebar Image Ad, 1x/month for 3 months
  + Giving Memo - Banner Image Ad or Sidebar Image Ad, 2x/year
  + MCF website jobs board - Banner Image Ad or Sidebar Image Ad, 2 months

“Minnehaha Falls” (Breathtaking energy for your brand) for $1,000

- Giving Forum - 1/2 Page Vertical or 1/2 Page Horizontal, 2 issues
  + 6 MCF landing pages - Banner Image Ad or Sidebar Image Ad, 3 months
  + MCF website homepage - Banner Image Ad or Sidebar Image Ad, 1 month

“Stone Arch Bridge” (Let your brand take you places) for $800

- Giving Forum - 1/4 Page, 2 issues
  + 6 MCF landing pages - Banner Image Ad or Sidebar Image Ad, 3 months
One-Time Ad Pricing

If you only want to run your ad one time, here is the pricing:

Inside Cover - Full Page: $1,000
Back Cover - 1/2 Page: $800
Full Page: $700
1/2 Page (Vertical or Horizontal): $500
1/4 Page: $400

Please note: These prices do not include any digital banner or sidebar ads.

Ad Details & Sizes

Giving Forum:
Giving Forum is a printed magazine that is biannually to more than 2,500 leaders at foundations and corporate giving programs throughout Minnesota.

Inside Cover - Full Page: 8.625” width x 11.25” height
Back Cover - 1/2 Page: 8.625” width x 5.625” height
Full Page: 8.625” width x 11.25” height

Please note: Above full page and back cover-half page ad sizes allow for bleeding off the page. Keep ad live area to: Full Page: 7.5” w x 9.75” h or Back Cover-Half Page: 7.5” w x 4.65” h.
If you don’t want your ad to bleed, overall ad size should be: Full Page: 7.5” w x 9.75” h or Back Cover-Half Page: 7.5” w x 4.75” h.

1/2 Page Vertical: 3.667” width x 9.75” height
1/2 Page Horizontal: 7.500” width x 4.75” height
1/4 Page 3.667” width x 4.75” height

MCF Notes and Giving Memo:
MCF Notes is sent weekly to over 1,600 MCF members with average open rate of 30%. Giving Memo is sent monthly to over 3,700 nonprofit leaders with average open rate of 27%.
Banner Image: 385 pixels width x 125 pixels height
Sidebar Image: 130 pixels width x 220 pixels height

MCF Website Jobs Board:
MCF jobs board averages 13,000 monthly views from 7,000 unique visitors.
Banner image: 700 pixels width x 200 pixels height
Sidebar Image: 250 pixels width x 600 pixels height

MCF Website Homepage:
MCF homepage averages 4,000 monthly views from 3,000 unique visitors.
Sidebar image: 394 pixels width x 200 pixels height

MCF Landing Pages:
Your ad will be visible on all six of the site’s landing pages.
Sidebar image: 250 pixels width x 600 pixels height

Questions?
Contact Paul Masiarchin at MCF: pmasiarchin@mcf.org or 612.335.3418.
About the Minnesota Council on Foundations

MCF is a vibrant philanthropic community collectively advancing prosperity and equity. MCF has over 150 members from across the state of Minnesota. Members include corporate, family and community foundations. In 2020, it will MCF’s 50th year anniversary!

MCF members:

- grant more than $1 billion annually,
- represent 75% of all grantmaking in the state,
- interact with Minnesota’s many nonprofits daily,
- ensure nonprofits flourish and communities thrive.