## **Minnesota Electrical Association**

Media Kit





# **POWER** to the future!







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#### **MEA MEMBER DEMOGRAPHICS**

The Minnesota Electrical Association is a trade association supporting and promoting electrical contractors licensed in Minnesota. It also strives to educate, inform and improve members of the electrical industry as a whole.

Membership: Approximately 425 members

275 contractors

75 industry vendors

75 misc.



# INDUSTRY SEGMENTS OF MEA MEMBERS INCLUDE (many members fall into multiple categories):

Agricultural Appliances

**Backup Power Generation** 

**Bucket Trucks** 

**Building Automation** 

Cable Plowing and Trenching

Commercial

Communications/ Data Cabling

Crane Service Design-Build

Electrical Engineers Electrical Space Heating

Energy Maintenance Fiber Optics Install Geothermal Systems

Grain Elevators

Hazardous Locations

High Voltage Construction Highway Heavy **Home Automations Systems** 

Hospitals HVAC

Industrial Auto PLC

Industrial

Institutional Schools Irrigation Systems Landscape Lighting Lighting Maintenance

Lighting Retrofit

Low Voltage – Fire Alarms Low Voltage – Nurse Call Low Voltage – Security Alarms Mobile Home Park Wiring Motor Control Specialists

Motor Rewinding Power Boring

Power Quality Analyzing Programmable Logic Residential Roadway Boring

Satellite

Sign Maintenance

Signaling

Sign/ High-Voltage Wiring Solar Photo System Commercial Solar Photo System Residential

Sound Systems

Sports Arenas and Field Lighting

Street Lighting Swimming Pools Telephone

Transformer Installations

Trenching

Underground Repairs Wind Generation Systems

# 2020 YEARLONG SPONSORSHIP

**Investment - \$2,499** 

Commitment Deadline - December 10

Members Receive a 10% discount

#### **LOGO RECOGNITION**

Logo recognition as "Proudly Supported by" throughout the year in these areas:

- MEA's Website Home & Subpage (1,050 Average Monthly Visits)
- LIVE Online Educational Offerings (over 500 electricians per year)
- Self-Paced Online Continuing Education (NEW OFFERING LATE 2020!)
- LIVE Online 4 Year Apprenticeship Program (over 270 apprentices representing 91 companies)
- Conferences 3 per year
- Email Campaign Communications
  - Government Action Updates (Weekly during session/monthly during off months approx. 480)
  - Workforce Development (Monthly Career Fairs, Job Boards, Resume Center approx. 480)
  - New Connections (Series of six emails to new members)
  - Education and Events Calendar
- Social Media Platforms
- MFA News
- MEA Alert
- Self Paced Exam Prep (Does not include live classroom visibility.)

## **CONFERENCE ELEMENT SPONSORSHIP**

Investment - \$500 per element

#### **OPPORTUNITIES INCLUDE (SUBJECT TO CHANGE):**

**Spring Conference (Annual Business Meeting)** 

- Board/Committee Meetings
- Lunch Speaker
- Afternoon tour or speakers

#### **Summer Conference**

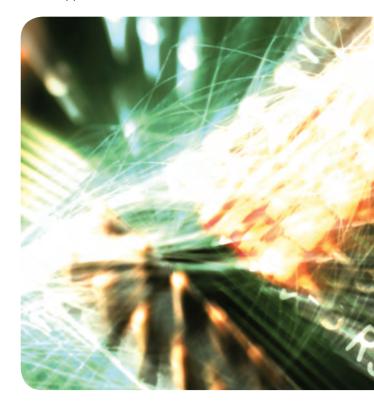
- · Board/Committee Meetings
- Golf
- · Lunch Speaker
- Boat Cruise

#### **Winter Conference**

- Board/Committee Meetings
- Lunch Speaker
- · Afternoon tour or speakers

#### **BENEFITS INCLUDE:**

- Logo recognition on all marketing materials for the event
- · On-site sponsor recognition during the event
- · Opportunity to speak during the event





Your Minnesota Electrical Association Sales Representative – Erica Nelson, 763-497-1778, erica@pierreproductions.com

## **MEA DISCOUNT PACKAGES**

|                 | Pla          | atinum Package |                         | 10% DISCOUNT |
|-----------------|--------------|----------------|-------------------------|--------------|
| Ads within      | Size         | Price          | Frequency               | Value        |
| MEA News        | Full Tabloid | \$1,599.00     | 6                       | \$9,594.00   |
| MEA Alert       | 1/2 page     | \$389.00       | 6                       | \$2,334.00   |
| Annual Website  | 200wx600h    | \$3,000.00     | 1                       | \$3,000.00   |
|                 |              |                | Total                   | \$14,928.00  |
|                 |              | Disco          | ounted Package Price    | \$13,435.20  |
|                 |              |                | Savings                 | \$1,492.80   |
|                 |              | Discount       | ed Member Package Price | \$12,091.68  |
|                 |              |                | Savings                 | \$2,836.32   |
|                 |              |                |                         |              |
|                 |              | Gold Package   |                         | 10% DISCOUNT |
| Ads within      | Size         | Price          | Frequency               | Value        |
| MEA News        | Jumbo        | \$809.00       | 6                       | \$4,854.00   |
| MEA Alert       | 1/4 page     | \$195.00       | 6                       | \$1,170.00   |
| Annual Website  | 200wx600h    | \$3,000.00     | 1                       | \$3,000.00   |
|                 |              |                | Total                   | \$9,024.00   |
|                 |              | Disco          | ounted Package Price    | \$8,121.60   |
|                 |              |                | Savings                 | \$902.40     |
|                 |              | Discount       | ed Member Package Price | \$7,309.44   |
|                 |              |                | Savings                 | \$1,714.56   |
|                 |              |                |                         |              |
|                 | В            | ronze Package  |                         | 10% DISCOUNT |
| Ads within      | Size         | Price          | Frequency               | Value        |
| MEA News        | Jumbo        | \$809.00       | 6                       | \$4,854.00   |
| MEA Alert       | 1/4 page     | \$195.00       | 6                       | \$1,170.00   |
| 6 month Website | 200wx600h    | \$275.00       | 6                       | \$1,650.00   |
|                 |              |                | Total                   | \$7,674.00   |
|                 |              | Disco          | ounted Package Price    | \$6,906.60   |
|                 |              |                | Savings                 | \$767.40     |
|                 |              | Discount       | ed Member Package Price | \$6,215.94   |
|                 |              |                | Savings                 | \$1,458.06   |

Preferred Ad Position – Add \$79/per issue to the discounted package price.

### **MEA NEWS**

**MEA News** is a premier industry publication reaching approximately 425 MEA members plus 2,275 nonmember electrical contractors in the state of Minnesota.

Circulation – approximately 2,700

Frequency - 6 times per year - January, March, May, July, September and November

**Deadline** – The 10th of the month prior to the month of publication (i.e. December 10 for the January issue)

**Distribution** – On or about the 1st of the month of issue (i.e. January 1st for the January issue)

## **QUICK RESOURCE GUIDE**

**Quick Resource Guide** Twice a year (March & September) – A Quick Resource Guide is inserted into MEA News. This guide is a double sided insert and is intended to be taken out and used as a reference for contractors to find Product Service Members who specialize in the Electrical Industry. An updated guide is released every 6 months: March and September.

Two Quick Resource Guide Ad Options Both 9.75"w x 1"h Front – bottom placement \$299 per run Back – top placement \$299 per run

### **ADVERTISING RATES**

(prepayment required)

|  | 1x      | 3x      | 6х      |
|--|---------|---------|---------|
| Full Page                                | \$1,999 | \$1,769 | \$1,599 |
| Inside Front Cover or Back Cover (Jumbo) | \$1,149 | \$1,109 | \$929   |
| Inside Front Cover or Back Cover (Large) | \$589   | \$509   | \$429   |
| Jumbo                                    | \$1,019 | \$899   | \$809   |
| Large                                    | \$519   | \$459   | \$409   |
| Medium                                   | \$319   | \$279   | \$249   |
| Small                                    | \$209   | \$189   | \$169   |
| Insert*                                  | \$1,539 | \$1,359 | \$1,219 |
| Ouick Resource Guide**                   | \$299   |         |         |

<sup>\*</sup>When available / advertiser supplies the insert / size limitations exist.

### **AD DIMENSIONS**

Full Page\* 10-1/4"w x 15-1/4"h

Jumbo – 7"w x 10"h

Large horizontal – 3-1/3"w x 10"h

Medium horizontal – 7"w x 2-1/8"h

Medium vertical – 3-1/3"w x 4-3/4"h

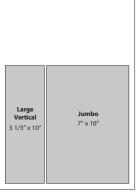
Small – 3-1/3"w x 2-1/8"h

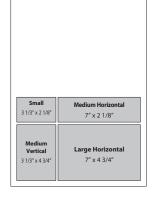
<sup>\*</sup>Publication trim size is 11-1/2"w x 17"h. Page footers are required by the printer therefore, full page ads are not able to bleed.



Members receive a 10% discount off

below rates!









<sup>\*\*</sup>Quick Resource Guide is inserted into MEA News twice per year.

## **MEA MEMBER ALERT**

An exclusive MEA member publication.

**Circulation** – approximately 525

**Frequency** – 6 times per year – February, April, June, August, October and December

**Deadline** – The 10th of the month prior to the month of publication (i.e. January 10 for the February issue)

**Distribution** – On or about the 1st of the month of issue (i.e. February 1st for the February issue)

### **ADVERTISING RATES**

(prepayment required)

|  | 1 <b>x</b> | 3x    | 6x    |
|--|------------|-------|-------|
| Outside back cover (1/2 page horizontal) | \$564      | \$529 | \$485 |
| Front Cover (1/4 page horizontal)        | \$273      | \$257 | \$239 |
| Inside (1/2 page horizontal)             | \$449      | \$419 | \$389 |
| Education Insert (1/4 page horizontal)   | \$219      | \$205 | \$195 |
| Insert*                                  | \$889      | \$829 | \$769 |
|  |            |       |       |

<sup>\*</sup>When available / advertiser supplies the insert / size limitations exist.

#### For Members Only





The 2016 session of the legislature concluded, and a Special session was called to finish the job fluid death with funding operaturated and passed 10 major budget and tax bits. A big Thank You to Bit Strusnish for his hard work! The following is the final summary of the assistor:

A moord number of bills was introduced this year, more than 2,700. Lithbounsely for most members, the Minnesses Logis Make is the day, don't file the county if year file and the county in the county of the county of the county of the Covernor's class. The Senate by the County of the Republicans and the Hoose was confound by the Democratis—the policial distinctions of the County of the County

- The "retainings bit", was enacted and general contractions of owners will be by a justicontractors in a timelier basis. This will be the participation of the retaining metals. This will be withheld and require the course of the retaining metals the "substancial completion" phases and process to begin in the "substancial completion" phases are not post MEAT Processing or not warrantly work and see can now hope MEAT plantage for not warrantly work and see can now hope MEAT plantage and put mer retainings popureer within 60 days of substancial great new retainings popureer within 60 days of substancial plantage and processing with the burst for some plantage and processing warrantly and processing an
- The GLI successfully secured legislation that would further cartail veget that by unphysica. All of the provisions were reasonable and should only require a maintain amount of paperwork for compliance. It was difficult propries such legislation as all of MEA's member contractors are against sheating wages from employees.
- The minimum wage bill and the sick & paid time off bill talled in conference committee, as did the statewide minimum wage increase. The Senate Republicans really day a against these provisions in the Committee.

- The Duty to Detend bill vould have eliminated the practice of a general contractor requiring a subcontractor to pay for the pensear's defense in a tawaut. This bill did not pass but will be considered next session.
- The Conservation Improvement Program (CIP) will continue to make grants for anexpy retriefs, which is good for MEA contractors. Expansion of the CIP program to include electrification through "fuel switching" failed in the conference committee.
- There was some discussion on changing the staffing ratio for solar installations. Unfortunately, the number of persons a journey worker electrician can supervise in solar installations did not change and remains at two.
- the new CLI supported legislation that would have required MEA contractors who do resistential solar installation resk. In part of Recidential Remodeler Centractors License. This part of Recidential Remodeler Centractor License. The Remodeler Contractor Recovery Fund. This Sepalation Part of the Remodeler and de did not survive the confirmence comnities. Electrical Contractor Recovery Fund. This Sepalation principles are considered to the service of the service of part of the Remodeler Sepalation of the service of part Electrical Contraction Remodeler with the scope of the Electrical Contraction Remodeler with the scope of the Electrical Contraction Remodeler service part of the Remodeler part of the
- The tax bill will provide long-term relief by making state to law conform to the federal tax taw changes that occurred two years ago. In addition, the tax bill provides for a reduction in the statewide property tay that is collected.

The 2020 Ligislative Session is scheduled to begin on relociously 1, 2020, in the meantime, please contact Michelle if the MEA office if you flave any new ideas or public policy procures. We are always working hard to protect your intersit. As able, please support the MEA but.



### **AD DIMENSIONS**

Half page horizontal – 7.5"w x 4.5"h 1/4 page horizontal – 7.5"w x 2.25"h

Your Minnesota Electrical Association Ad Sales Representative – Erica Nelson, 763-497-1778, erica@pierreproductions.com



Members receive a 10% discount off

below rates!

1/4 Horizontal 7.5" x 2.25"



# ADVERTISE AT www.ElectricalAssociation.com

The Online home of the Minnesota Electrical Association is a popular resource for relevant industry information, including education & events, MEA publications and membership information.

Limited to 5!

Ads appear throughout the website!

Top visited pages / average visits per month:

Home page / 1050 Code Books / 560 Exam Prep / 450

**Deadline:** Reservation and art by the 25th of the month.

Ad Package - \$3,000/year or \$275/month

Members receive a 10% discount off below rates!

#### **AD DIMENSIONS**

Ad size

200w x 600h (pixels)

(.jpgs or .gifs preferred - also supply URL for linking ad)

Your Minnesota Electrical Association Ad Sales Representative – Erica Nelson, 763-497-1778, erica@pierreproductions.com







# **MEA ELECTRICAL EXAM** PREPARATION STUDENT STUDY GUIDE

The MEA Electrical Exam Preparation Student Study Guide is an important and heavily used tool to those sitting for the Electrical Exam. It is used as the go-to guide for months as students prepare for the exam. Great for reaching electrical professionals early in their career!

Circulation - 300\*

\*100 per year for three years.

**Frequency** – Guide is produced once every three years.

Deadline - March 10, 2020

### **ADVERTISING RATES**

One flat fee for three years!

(prepayment required)

1x Outside Back Cover - Full Page \$799 \$699 Inside Covers (front or back) - Full Page

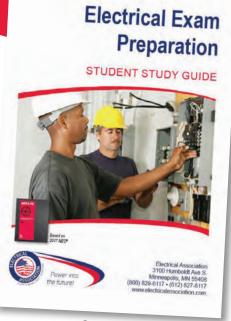
\$349 1/2 Page\*

Members receive a 10% discount off below rates!

Advertising

opportunities

are limited!



Guide good thru August 2023.

#### **AD DIMENSIONS**

7"w x 10"h Full Page -1/2 Page -7"w x 4-3/4"h







<sup>\*1/2</sup> page ads to be placed on one of the covers where space is available. Full page ads will receive priority placement.

## Benefits of Product/Service Membership in MEA ...an investment that stacks up above the rest.

#### ADVERTISING OPPORTUNITIES

#### MEA News

Distributed online and by direct mail. MEA members receive a 10% discount on advertising in this bi-monthly newsletter, distributed to roughly 2700 licensed electrical contractors, technology system contractors, and industry leaders.

#### MEA Quick Resource Guide

Published twice a year and distributed both online and by direct mail. Your FREE listing includes:

- Company Name, Designated Member Name
- · Phone, Fax and Toll Free Numbers, Web Site
- Company Service with a short description

#### MEA All-Industry Directory

Distributed online and by direct mail. Your FREE listing and

your paid advertising in this All-Industry Directory for electrical contractors in Minnesota keeps your name out front for 2 years.

 MEA Web Site A FREE link from MEA's web site to yours.

### INDUSTRY UPDATES

MEA News

Keeps you informed of upcoming events and important industry information. Customers trust salespeople who know what is going on in their industry.

MEA Alert

This bi-monthly bulletin alerts members to legislative and business issues that affect the whole electrical industry.

## **NETWORKING**

 Product/Service Council

As an automatic member of this council, you have a

voice in the Association and the opportunity to inform MEA how it can better serve your needs.

**EDUCATION** 

your clients.

Free 8 hrs MEA code

class for you or one of

· Committee Participation

As a member of an MEA committee, you'll develop personal relationships that will quickly grow into business relationships.

Honorary Board Member

One Product Service member will serve as a non-voting member of the MEA Board of

> Directors. They will have the opportunity to develop business relationships with leaders in the industry and will be the voice for all of the Product Service members in MEA.

Host Association Events

With events at your place of business, your staff can welcome contractors personally. Your company will be promoted on the invitation, in the newsletter, and at the event.



Return the application to get started!

Workforce Development CONNECTIONS Young Contractors

#### **Electrical Associatio Electrical** Distributors

Entrepreneurship

**Advocacy** 

Electrical Contractors Help & Info Legal Advice

**Business Friends** 

- NEC Continuing Education - Apprentice Training Licensing Examination Prep Course

**AWAIR Manual** 

**Education** 

**Your Voice at the Legislature Government Action** 

## **NEW Membership Application**



#### PRODUCT SERVICE MEMBERSHIP \$315

(This application is intended for new product service members or those that have not been a member for 12+ months. For those that do not fall into either of these categories, please visit your account at www.electricalassociation.com or contact MEA at 612-827-6117 to renew your membership.)

Product Service Membership is for *companies who provide products and services to the electrical industry*. Examples of product service members include, but are not limited to, distributors, manufacturers, manufacturing reps, schools, utilities, accountants, attorneys, builders, architects (AIA), engineers, and equipment rental companies.

Opportunities to host events and classes. Welcome Opportunity to join a committee. Develop personal and contractors personally. Your company name will be business relationships. promoted on the invitation, in the newsletter, and at ■ MEA newsletters and government action alerts the event. Discounts on advertising in the newsletters and online ☐ Product / Service Council. Tell us how MEA can ☐ Free listing in the All-Industry Directory better serve your needs. □ Free listing in the Quick Resource Guide Opportunity to serve on the Board. One product service member serves as a non-voting member of ☐ Free link from MEA's website to yours the Board of Directors. Develop business relation-☐ Free 8 hrs MEA code class for you or one of your clients ships with leaders in the industry. **NEW MEMBER INFORMATION:** YOUR AREA OF SPECIALIZATION: Company: \_\_\_ Accounting ■ Insurance Attorney Manufacturers Designated Contact: \_\_\_\_\_ ☐ Business Services Manufactuers Reps Distributor Rebates Address: Equipment Recyclers ☐ Fuel / Fleet □ Schools City/State/Zip: ■ Information Technology Utility Coops Other \_\_\_\_\_ Phone: **DESCRIPTION OF YOUR COMPANY** This will be printed in the All-Industry Directory. 50 words or less Email: Web Site: \_\_\_\_\_ Referred by: How did you hear about MEA? \_\_\_\_\_ **ENCLOSE PAYMENT WITH APPLICATION:** Yearly Dues: \$315 ☐ Check enclosed ☐ Credit Card (Visa, Mastercard, AmEx) #: \_\_\_\_ Exp. Date: \_\_\_\_\_\_ Security Code: \_\_\_\_\_ Name on Card:\_\_\_ Billing Address (if different than above): \_\_\_\_

#### YOUR MEA AD SALES CONTACT:

Erica Nelson, Sales Representative Ph: 763-497-1778 • Fax: 763-497-8810 Email: erica@pierreproductions.com

#### RETURN YOUR APPLICATION WITH PAYMENT:

If sending check, mail to: Minnesota Electrical Association 3100 Humboldt Ave S., Minneapolis, MN 55408



# 2020 MEA Yearlong Sponsorship Reservation Form

Please reserve the following participation. Return this order to Erica: erica@pierreproductions.com or fax – 763-497-8810

| Company Name:                                   |   |  |
|---|---|--|
| Contact Person:                                 |   | Title:   |
| Billing Address:                                |   |  |
| Phone:  | Fax:                                      | Email:   |
|   |   |  |
|   |   |  |
|   |   |  |
| Yes – we would like to<br>Commitment Deadlin    | o be involved as a 202<br>e - December 10 | 20 Yearlong Sponsor  |
| Investment \$2,499                              |   |  |
| - ·   | as a current/high resolu                  | ution logo on file to use in sponsors recognition.                   |
|   |   |  |
|   |   |  |
|   |   |  |
|   |   |  |
|   |   |  |
|   |   |  |
|   |   |  |
| Signing below constitutes a Terms & Conditions. | agreement to the details li               | isted above and to the Minnesota Electrical Association General      |
| Advertiser Signature                            |   | <br>Date   |
| Your MEA Ad Sales                               | Contact:                                  |  |
| Erica Nelson, Sales I                           | Representative – 763                      | 3-497-1778 / erica@pierreproductions.com                             |
| •   |   | S, Minneapolis, MN 55408   |
|   |   | heck with a copy of this ad order or provide credit card info below: |
| Check type:Visa                                 | MC *Note – a charge for t                 | the full amount of above order will be ran upon receipt.             |
| Name on Card:                                   |   |  |
| Credit card number:                             |   |  |
| Expiration: /                                   | 3 digit Socurity Code                     |  |



# 2020 MEA Conference Element Sponsorship Reservation Form

Please reserve the following participation. Return this order to Erica: erica@pierreproductions.com or fax – 763-497-8810

| Company Name:                                 |                       |  |
|---|-----------------------|--|
| Contact Person:                               |                       | Title:   |
| Billing Address:                              |                       |  |
|   |                       | Email:   |
|   |                       |  |
| Conference (chec                              | k preference):        |  |
| Spring _                                      | Summer                | Summer   |
| Element to Spon                               | sor*:                 |  |
| <b>Fee:</b> (pavable at time                  | of order)             | \$   |
|   |                       | *  |
| Additional Notes                              | <b>i</b> :            |  |
| *Please be sure MEA has                       | s a current/high reso | olution logo on file to use in sponsors recognition.   |
| Signing below constitutes Terms & Conditions. | agreement to the de   | etails listed above and to the Minnesota Electrical Association General  |
| Advertiser Signature                          |                       | Date   |
| Your MEA Ad Sales                             | Contact:              |  |
|   | =                     | - 763-497-1778 / erica@pierreproductions.com   |
| •   |                       | t Ave S, Minneapolis, MN 55408   |
|   |                       | lail a check with a copy of this ad order or provide credit card info below: ge for the full amount of above order will be ran upon receipt. |
| Name on Card:                                 |                       |  |
| Credit card number: _                         |                       |  |
| Expiration:/                                  | 3 digit Security C    | ode  |



# 2020 MEA Marketing Package Reservation Form

Please reserve the following participation. Return this order to Erica: Erica@pierreproductions.com

or

fax - 763-497-8810

| Contact Person:  |  | Title:   |
|--|--|--|
| Billing Address:   |  |  |
| Phone:   | Fax:   | Email:   |
| Marketing Packag   |  |  |
| Fee: (payable at time of   | of order)  | \$   |
| Additional Notes:  | 1  |  |
|  |  |  |
| Signing below constitutes a  | agreement to the details   | listed above and to the <i>Minnesota Electrical Association</i> General  |
| Signing below constitutes a Terms & Conditions.  Advertiser Signature  Your MEA Ad Sales Control Sales Formula Headquarters Addres   | Contact: Representative – 76 s - 3100 Humboldt Ave   | isted above and to the <i>Minnesota Electrical Association</i> General  3-497-1778 / erica@pierreproductions.com  S, Minneapolis, MN 55408   |
| Signing below constitutes a Terms & Conditions.  Advertiser Signature  Your MEA Ad Sales O Erica Nelson, Sales F MEA Headquarters Addres  Prepayment in full   | Contact: Representative – 76 s - 3100 Humboldt Ave   | disted above and to the <i>Minnesota Electrical Association</i> General  |
| Signing below constitutes a Terms & Conditions.  Advertiser Signature  Your MEA Ad Sales O Erica Nelson, Sales F MEA Headquarters Addres  Prepayment in full   | Contact: Representative – 76 s - 3100 Humboldt Ave I required – Mail a common of the c | disted above and to the Minnesota Electrical Association General  3-497-1778 / erica@pierreproductions.com  S, Minneapolis, MN 55408  Sheck with a copy of this ad order or provide credit card info below:  |
| Signing below constitutes a Terms & Conditions.  Advertiser Signature  Your MEA Ad Sales Control Sales For | Contact: Representative – 76 s - 3100 Humboldt Ave I required – Mail a common of the c | disted above and to the Minnesota Electrical Association General  3-497-1778 / erica@pierreproductions.com  S, Minneapolis, MN 55408  Sheck with a copy of this ad order or provide credit card info below: r the full amount of above order will be ran upon receipt. |



## **MEA News & Alert Advertising Order**

Please reserve the following participation.

Return this order to Erica:

erica@pierreproductions.com or

fax - 763-497-8810

| Contact Person:   |  | Title: _                            |                           |                  |
|---|--|-------------------------------------|---------------------------|------------------|
| Billing Address:  |  |                                     |                           |                  |
| Phone:  | Fax:   | Email:                              |                           |                  |
| MEA News - Full   | Color Please   | check here 🛭 if a memb              | er of the MEA             |                  |
| Size/Format:<br>Preferred Placem  | # of Insertions:   | Base R                              | ate*: \$                  | per Insertion    |
| ☐ Back Cover  | ☐ Inside Front Cover                                     | ☐ Opposite Inside Fron              | t Cover □ Inside B        | Back Cover       |
| Ad Total*: \$   | per Insertion  |                                     | Disc*: \$<br>and Total \$ |                  |
| Issues to run: Ad deadline is the 10th of the month prior to publication.   | January 20<br>March 20                                   | May 20<br>July 20                   | September November        | 20               |
| MEA Alert – Full  | Color Please   | check here 🛭 if a memb              | per of the MEA            |                  |
|   | # of Insertions  |                                     |                           |                  |
|   | per Insertion  |                                     |                           |                  |
| Months to run:  Ad deadline is the  10th of the month prior to publication. |  | June 20<br>August 20                |                           |                  |
|   | es agreement to the details lis                          | ted above and to the <i>Minnesc</i> | ota Electrical Associatio | <i>n</i> General |
| Advertiser Signature Your MEA Ad Sale                                       | s Contact:   |                                     | Pate                      |                  |
| •   | s Representative - 763-<br>ress - 3100 Humboldt Ave S,   |                                     | eproductions.com          | 1                |
|   | ull required — Mail a che<br>MC *Note — a charge for the |                                     |                           |                  |
| Name on Card:   | NO Note - a charge for the                               | ie faii amount of above order       | will be fall upon receipt | <b></b>          |
| Credit card number:   |  |                                     |                           |                  |
| Expiration: /   | 3 digit Security Code                                    |                                     |                           |                  |



## **Online Advertising Order**

Please reserve the following participation.

Return this order to Erica:

erica@pierreproductions.com or

fax - 763-497-8810

| Advertiser Name:<br>Contact Person:  |                         |   | <b>)</b> :                          |                      |
|--|-------------------------|---|-------------------------------------|----------------------|
| Billing Address:   |                         |   |                                     |                      |
| Phone:   |                         |   |                                     |                      |
|  |                         |   |                                     |                      |
| www.ElectricalAssociatio   | n.com                   | Please check here                         | it a member of the N                | 1EA                  |
| Home & Subpage Ad Pacl   |                         | nnual (12 month) - \$3<br>ng month/year   |                                     |                      |
|  | <b>M</b>                | lonthly* - \$275 per x #<br>= cost \$     | of months                           | -                    |
|  | *check                  | months below                              |                                     |                      |
|  | Less I                  | Member discount \$                        |                                     |                      |
|  | Total                   | cost of placement \$                      |                                     |                      |
| If monthly,Janu. check months to run:Marc Ad deadline is the 25th of the month prior | uary 20<br>h 20         | May 20<br>June 20<br>July 20<br>August 20 | September October November December | 20<br>20<br>20<br>20 |
| Signing below constitutes agreeme<br>Terms & Conditions.                             | nt to the details li    | sted above and to the <i>Minn</i> e       | esota Electrical Associatio         | n General            |
| Advertiser's Signature   |                         |   | Date                                |                      |
| Your MEA Ad Sales Contac   |                         |   |                                     |                      |
| <b>Erica Nelson, Sales Repres</b><br>MEA Headquarters Address - 3100                 |                         |   | erreproductions.com                 | <u>i</u>             |
| Prepayment in full requ  |                         |   | rder or provide credit card         | l info below:        |
| Check type:Visa MC *No   |                         | · ·                                       |                                     |                      |
| Name on Card:  |                         |   |                                     |                      |
| Credit card number:  |                         |   |                                     |                      |
| Expiration:/ MasterCar   | d Inter Bank N <i>(</i> | above your name)                          |                                     |                      |



## 2020-23 Exam Prep Guide Ad Order

Please reserve the following participation.

Return this order to Erica:

erica@pierreproductions.com or

fax - 763-497-8810

| Contact Person:   |   | Title:   |
|---|---|--|
| Billing Address:  |   |  |
| Phone:  | Fax:  | Email:   |
| Deadline: March   | <u>-</u>  | ent Study Guide (2020-23)  |
| Size (check pref  | ference): Fu  | ıll Page Half Page   |
|   | =   | e (Half page ads are placed where space is available.) on a first come-first served basis)     |
| Outside Ba  | nt Cover  |  |
|   |   | Ad Fee \$<br>Less 10% Mbr Disc* \$<br>Final Total \$   |
| 0 0   | stitutes agreement to the al Terms & Conditions.                                    | details listed above and to the Minnesota Electrical   |
| Advertiser's Signature  |   | Date   |
|   | os Contact:   |  |
| Your MEA Ad Sale  | es contact.   |  |
| Erica Nelson, Sale  | es Representative – 763   | 3-497-1778 / erica@pierreproductions.com   |
| <b>Erica Nelson, Sal</b> e<br>MEA Headquarters Ad                     | es Representative - 763<br>dress - 3100 Humboldt Ave S                              | S, Minneapolis, MN 55408   |
| Erica Nelson, Sale<br>MEA Headquarters Ad<br>Prepayment in            | es Representative – 763<br>dress - 3100 Humboldt Ave S<br>full required – Mail a ch |  |
| Erica Nelson, Sale MEA Headquarters Ad Prepayment in Check type:Visa_ | es Representative – 763<br>dress - 3100 Humboldt Ave S<br>full required – Mail a ch | S, Minneapolis, MN 55408  neck with a copy of this ad order or provide credit card info below: |
| MEA Headquarters Ad<br><b>Prepayment in</b>                           | es Representative – 763<br>dress - 3100 Humboldt Ave S<br>full required – Mail a ch | S, Minneapolis, MN 55408  neck with a copy of this ad order or provide credit card info below: |

#### **Mechanical Requirements**

Art Submission: See rate card for dimensions - press quality PDFs preferred – separating CMYK – with fonts

embedded - built from high resolution graphics

Ad creation: Ads can be designed from your supplied copy. There is a fee for ad creation. Contact your sales rep

for a quote.

Send artwork to: Erica Nelson – erica@pierreproductions.com / 763-497-1778

#### **General Terms & Conditions**

It is agreed that the term "advertiser" within the Insertion Order and these General Terms & Conditions refers to the entity purchasing the advertisement space. This entity, the advertiser, is listed on the Insertion Order. It is also agreed that the term "publisher" refers to the entity producing the publication, the Minnesota Electrical Association.

Submitting a signed Insertion Order constitutes a formal reservation from the advertiser for the advertisement specified in the Insertion Order and agreement to these General Terms & Conditions.

Submitting a signed Insertion Order constitutes the advertiser's agreement to submit necessary artwork (correct to specifications) no later than the due date specified by the Insertion Order. Should the advertiser not submit artwork by the listed due date, the advertiser understands that either 1) the publisher will use previously submitted art or 2) the advertisement will not appear in the publication. The advertiser also understands that they are still obligated to pay the full advertisement rate as listed in the Insertion Order.

Should submitted artwork not meet the specifications, it is fully the advertiser's responsibility to make the necessary changes to make the artwork correct to specifications and to submit the revised artwork no later than the due date specified by the Insertion Order. Should an advertiser's artwork not meet specifications and the advertiser not be able to submit new artwork correct to specifications by the listed due date, the advertiser understands that they will be obligated to pay any production costs required to make their artwork correct to specifications or the advertisement will not be included in the publication. The advertiser also understands that, should their advertisement not appear in the publication due to incorrect artwork, they are still obligated to pay the full advertisement rate as listed in the Insertion Order.

Should an advertisement resemble editorial copy, the advertiser agrees that it will carry the word "Advertisement" at the top.

The advertiser agrees that all submitted artwork will be free of copyright.

The publisher is not responsible for errors in advertiser artwork.

The publisher is not responsible for poor quality artwork.

Publisher's liability in the event of a publisher error within an ad will be limited to publishing the ad once correctly at no additional charge.

The advertiser agrees to protect, indemnify, and hold harmless the publisher and its agents against any and all claims arising from the look and the content of the advertiser's advertisement.

The advertiser agrees that all advertisements are subject to the approval of the publisher. The publisher reserves the right to refuse advertisement purchases or artwork for any reason including a conflict with the intent of the publication or the organization. Should the publisher refuse the advertiser's artwork, it is fully the advertiser's responsibility to make the necessary changes to make the artwork acceptable to the publisher and to submit the revised artwork no later than the due date specified by the Insertion Order. Should an advertiser's artwork be refused by the publisher and the advertiser not be able to submit new artwork by the listed due date, the advertisement will not be included in the publication. Should this happen, the advertiser understands that their advertisement will not appear in the publication. The advertiser also understands that they are still obligated to pay the full advertisement rate as listed in the Insertion Order.

The Publisher reserves the right to charge for ad design services.

There are no cancellations on preferred positions (i.e. covers, tabs, assigned locations, etc.). Other cancellations will not be accepted after the publication's ad deadline. If an advertiser is receiving a multiple commitment discount and cancels, they will be billed the difference between the discounted rate and the full ad rate.

Advertisers will be invoiced the entire amount at time of order. Invoices are payable within 30 days. A 1-1/2% interest charge per month will be assessed on all balances over 30 days.