

Minnesota Electrical Association

Media Kit



*Power into
the future!*



POWER to the future!



TABLE OF CONTENTS

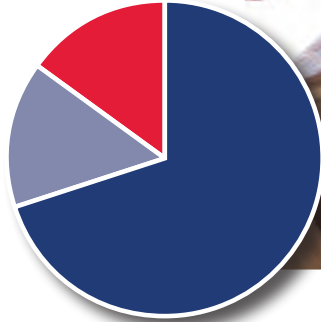
Yearlong & Conference Sponsorships – page 3
MEA Discount Packages – page 4
MEA News – page 5
MEA Member Alert – page 6
MEA Online Advertising – page 7
Exam Prep Guide – page 8
Product/Service Membership – page 9 & 10

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	Home Automations Systems	Residential
Appliances	Hospitals	Roadway Boring
Backup Power Generation	HVAC	Satellite
Bucket Trucks	Industrial Auto PLC	Sign Maintenance
Building Automation	Industrial	Signaling
Cable Plowing and Trenching	Institutional Schools	Sign/ High-Voltage Wiring
Commercial	Irrigation Systems	Solar Photo System Commercial
Communications/ Data Cabling	Landscape Lighting	Solar Photo System Residential
Crane Service	Lighting Maintenance	Sound Systems
Design-Build	Lighting Retrofit	Sports Arenas and Field Lighting
Electrical Engineers	Low Voltage – Fire Alarms	Street Lighting
Electrical Space Heating	Low Voltage – Nurse Call	Swimming Pools
Energy Maintenance	Low Voltage – Security Alarms	Telephone
Fiber Optics Install	Mobile Home Park Wiring	Transformer Installations
Geothermal Systems	Motor Control Specialists	Trenching
Grain Elevators	Motor Rewinding	Underground Repairs
Hazardous Locations	Power Boring	Wind Generation Systems
High Voltage Construction	Power Quality Analyzing	
Highway Heavy	Programmable Logic	

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
- MEA 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

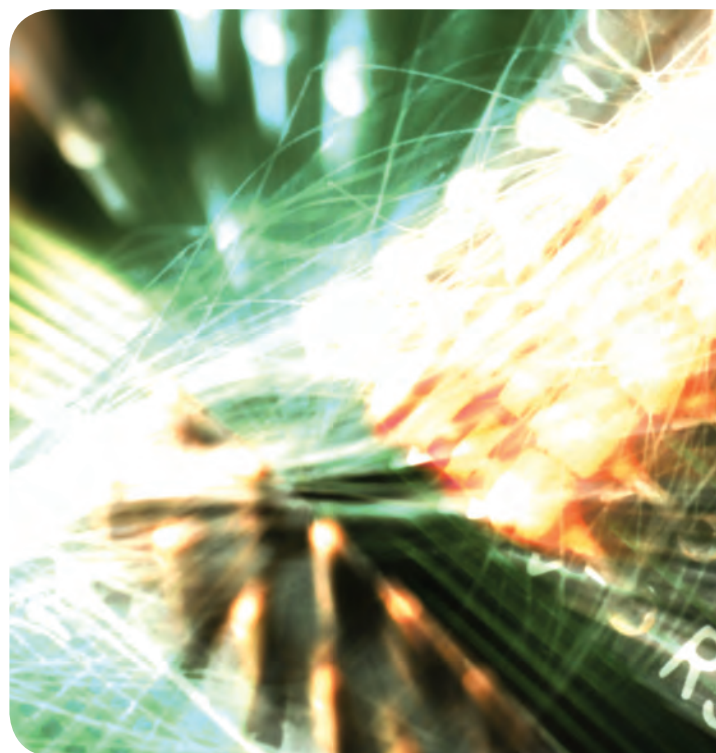
- Board/Committee Meetings
- Golf
- Lunch Speaker
- Boat Cruise

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

Platinum 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
		Discounted Package Price		\$13,435.20
			Savings	\$1,492.80
		Discounted 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
		Discounted Package Price		\$8,121.60
			Savings	\$902.40
		Discounted Member Package Price		\$7,309.44
			Savings	\$1,714.56
Bronze 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
		Discounted Package Price		\$6,906.60
			Savings	\$767.40
		Discounted 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	6x
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
Quick Resource Guide**	\$299		

*When available / advertiser supplies the insert / size limitations exist.

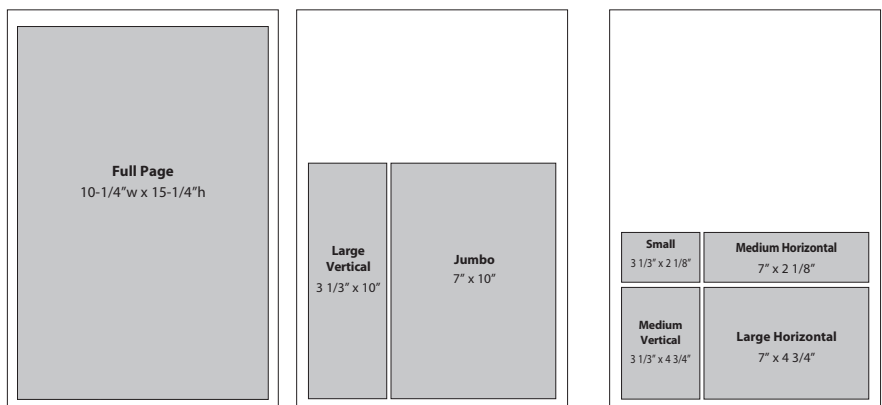
**Quick Resource Guide is inserted into MEA News twice per year.

AD DIMENSIONS

Full Page*	10-1/4" w x 15-1/4" h
Jumbo –	7" w x 10" h
Large horizontal –	7" w x 4-3/4" h
Large vertical –	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

*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.

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



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)

	1x	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

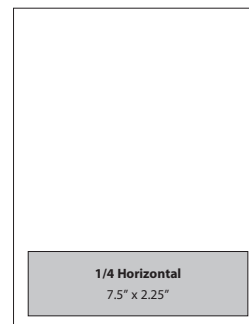
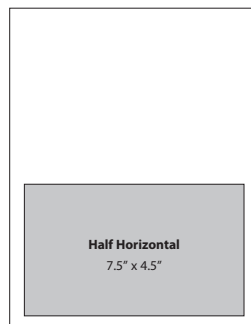
Members
receive a 10%
discount off
below rates!

*When available / advertiser supplies the insert / size limitations exist.

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**



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

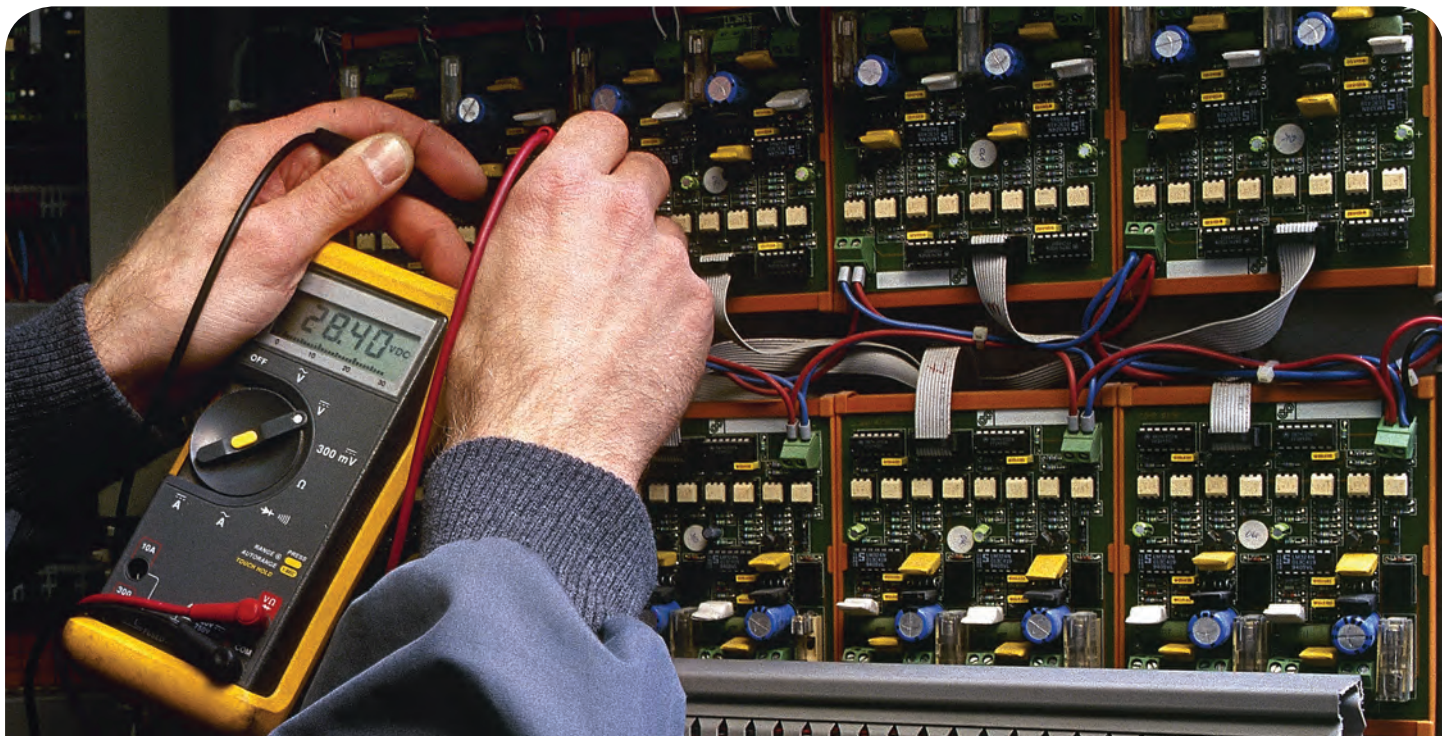
Members
receive a 10%
discount off
below rates!

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
opportunities
are limited!

ADVERTISING RATES

One flat fee for three years!

(prepayment required)

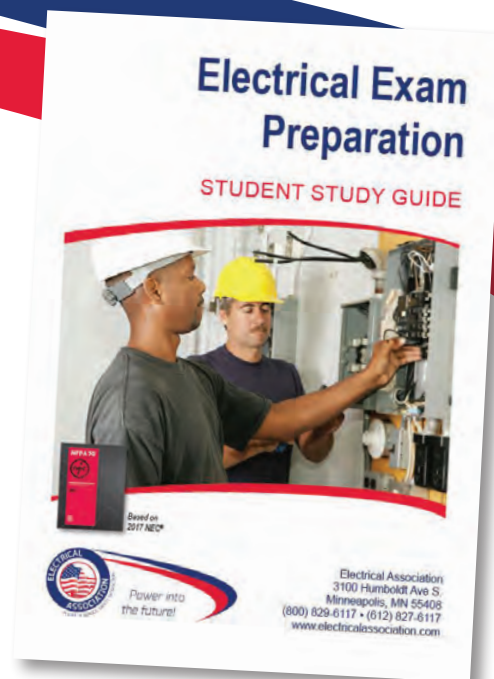
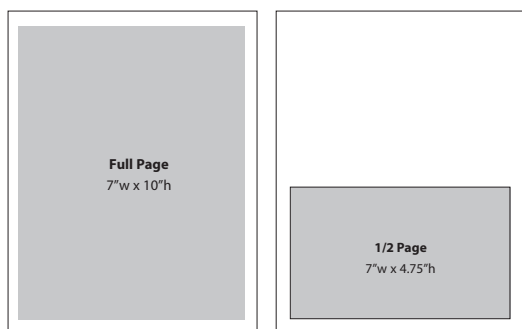
Members
receive a 10%
discount off
below rates!

	1x
Outside Back Cover - Full Page	\$799
Inside Covers (front or back) - Full Page	\$699
1/2 Page*	\$349

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

AD DIMENSIONS

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



Guide good thru August 2023.



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.
- **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

EDUCATION

- Free 8 hrs MEA code class for you or one of your clients.

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 Association

Electrical Distributors

Leadership
Entrepreneurship

Growth
Advocacy
- Board of Electricity
- OSHA & MN DOT
- CCLD

Electrical Contractors
Help & Info
Legal Advice
Business Friends

Newsletters
Alerts

VALUE
Wage & Benefit Survey
AWAIR Manual

Online Education
- NEC Continuing Education
- Apprenticeship Training
- Licensing Examination Prep Course

Your Voice at the Legislature
Government Action

NEW Business

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 contractors personally. Your company name will be promoted on the invitation, in the newsletter, and at the event.
- ☐ Product / Service Council. Tell us how MEA can better serve your needs.
- ☐ Opportunity to serve on the Board. One product service member serves as a non-voting member of the Board of Directors. Develop business relationships with leaders in the industry.
- ☐ Opportunity to join a committee. Develop personal and business relationships.
- ☐ MEA newsletters and government action alerts
- ☐ Discounts on advertising in the newsletters and online
- ☐ Free listing in the All-Industry Directory
- ☐ Free listing in the Quick Resource Guide
- ☐ Free link from MEA's website to yours
- ☐ Free 8 hrs MEA code class for you or one of your clients

NEW MEMBER INFORMATION:

Company: _____

Designated Contact: _____

Address: _____

City/State/Zip: _____

Phone: _____

Fax: _____

Email: _____

Web Site: _____

Referred by: _____

How did you hear about MEA? _____

YOUR AREA OF SPECIALIZATION:

- | | |
|---|---|
| <input type="checkbox"/> Accounting | <input type="checkbox"/> Insurance |
| <input type="checkbox"/> Attorney | <input type="checkbox"/> Manufacturers |
| <input type="checkbox"/> Business Services | <input type="checkbox"/> Manufacturers Reps |
| <input type="checkbox"/> Distributor | <input type="checkbox"/> Rebates |
| <input type="checkbox"/> Equipment | <input type="checkbox"/> Recyclers |
| <input type="checkbox"/> Fuel / Fleet | <input type="checkbox"/> Schools |
| <input type="checkbox"/> Information Technology | <input type="checkbox"/> Utility Coops |
| | <input type="checkbox"/> Other _____ |

DESCRIPTION OF YOUR COMPANY

This will be printed in the All-Industry Directory. 50 words or less

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 be involved as a 2020 Yearlong Sponsor
Commitment Deadline - December 10

Investment \$2,499

*Please be sure MEA has a current/high resolution logo on file to use in sponsors recognition.

Signing below constitutes agreement to the details listed above and to the *Minnesota Electrical Association* General Terms & Conditions.

Advertiser Signature

Date

Your MEA Ad Sales Contact:

Erica Nelson, Sales Representative – 763-497-1778 / erica@pierreproductions.com

MEA Headquarters Address - 3100 Humboldt Ave S, Minneapolis, MN 55408

Prepayment in full required – Mail a check with a copy of this ad order or provide credit card info below:

Check type: ___ Visa ___ MC *Note – a charge for the full amount of above order will be ran upon receipt.

Name on Card: _____

Credit card number: _____

Expiration: ____/____ 3 digit Security 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: _____

Phone: _____ Fax: _____ Email: _____

Conference (check preference):

____ Spring ____ Summer ____ Summer

Element to Sponsor*: _____

Fee: (payable at time of order) \$ _____

Additional Notes:

*Please be sure MEA has a current/high resolution logo on file to use in sponsors recognition.

Signing below constitutes agreement to the details listed above and to the *Minnesota Electrical Association* General Terms & Conditions.

Advertiser Signature

Date

Your MEA Ad Sales Contact:

Erica Nelson, Sales Representative – 763-497-1778 / erica@pierreproductions.com

MEA Headquarters Address - 3100 Humboldt Ave S, Minneapolis, MN 55408

Prepayment in full required – Mail a check with a copy of this ad order or provide credit card info below:

Check type: ____ Visa ____ MC *Note – a charge for the full amount of above order will be ran upon receipt.

Name on Card: _____

Credit card number: _____

Expiration: ____/____ 3 digit Security Code _____



2020 MEA Marketing Package 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: _____

Marketing Package Name:

Fee: (payable at time of order) \$ _____

Additional Notes:

Signing below constitutes agreement to the details listed above and to the *Minnesota Electrical Association* General Terms & Conditions.

Advertiser Signature

Your MEA Ad Sales Contact:

Erica Nelson, Sales Representative – 763-497-1778 / erica@pierreproductions.com

MEA Headquarters Address - 3100 Humboldt Ave S, Minneapolis, MN 55408

Prepayment in full required – Mail a check with a copy of this ad order or provide credit card info below:

Check type: ___ Visa ___ MC *Note – a charge for the full amount of above order will be ran upon receipt.

Name on Card: _____

Credit card number: _____

Expiration: ____/____ 3 digit Security Code _____

For Office Use: Per MEA News _____ MEA Alert News _____ Website News _____



MEA News & Alert Advertising Order

Please reserve the following participation.

Return this order to Erica:
erica@pierreproductions.com or
fax – 763-497-8810

Advertiser Name: _____

Contact Person: _____ Title: _____

Billing Address: _____

Phone: _____ Fax: _____ Email: _____

MEA News - Full Color

Please check here ☐ if a member of the MEA

Size/Format: _____ # of Insertions: _____ Base Rate*: \$ _____ per Insertion

Preferred Placement:

☐ Back Cover ☐ Inside Front Cover ☐ Opposite Inside Front Cover ☐ Inside Back Cover

Less 10% Mbr Disc*: \$- _____ per Insertion

Ad Total*: \$ _____ per Insertion x # of runs _____ = Grand Total \$ _____

Issues to run:

Ad deadline is the 10th of the month prior to publication.

_____ January	20 _____	_____ May	20 _____	_____ September	20 _____
_____ March	20 _____	_____ July	20 _____	_____ November	20 _____

MEA Alert – Full Color

Please check here ☐ if a member of the MEA

Size/Format: _____ # of Insertions: _____ Base Rate*: \$ _____ per Insertion

Notes: _____ Less 10% Mbr Disc*: \$ _____ per Insertion

Ad Total*: \$ _____ per Insertion x # of runs _____ = Grand Total \$ _____

Months to run:

Ad deadline is the 10th of the month prior to publication.

_____ February	20 _____	_____ June	20 _____	_____ October	20 _____
_____ April	20 _____	_____ August	20 _____	_____ December	20 _____

Signing below constitutes agreement to the details listed above and to the *Minnesota Electrical Association* General Terms & Conditions.

Advertiser Signature _____

Date _____

Your MEA Ad Sales Contact:

Erica Nelson, Sales Representative – 763-497-1778 / erica@pierreproductions.com

MEA Headquarters Address - 3100 Humboldt Ave S, Minneapolis, MN 55408

Prepayment in full required – Mail a check with a copy of this ad order or provide credit card info below:

Check type: ___ Visa ___ MC *Note – a charge for the full amount of above order will be ran upon receipt.

Name on Card: _____

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: _____

Contact Person: _____ Title: _____

Billing Address: _____

Phone: _____ Fax: _____ Email: _____

www.ElectricalAssociation.com

Please check here ☐ if a member of the MEA

Home & Subpage Ad Package _____ Annual (12 month) - \$3,000

Starting month/year _____

_____ Monthly* - \$275 per x # of months _____

= cost \$ _____

*check months below

Less Member discount \$- _____

Total cost of placement \$ _____

**If monthly,
check months
to run:**

*Ad deadline is the
25th of the month prior
to run.*

_____ January 20____
 _____ February 20____
 _____ March 20____
 _____ April 20____

_____ May 20____
 _____ June 20____
 _____ July 20____
 _____ August 20____

_____ September 20____
 _____ October 20____
 _____ November 20____
 _____ December 20____

Signing below constitutes agreement to the details listed above and to the *Minnesota Electrical Association* General Terms & Conditions.

Advertiser's Signature _____

Date _____

Your MEA Ad Sales Contact:

Erica Nelson, Sales Representative – 763-497-1778 / erica@pierreproductions.com

MEA Headquarters Address - 3100 Humboldt Ave S, Minneapolis, MN 55408

Prepayment in full required – Mail a check with a copy of this ad order or provide credit card info below:

Check type: ___ Visa ___ MC *Note – a charge for the full amount of above order will be ran upon receipt.

Name on Card: _____

Credit card number: _____

Expiration: ___ / ___ MasterCard Inter Bank N. (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

Advertiser Name: _____

Contact Person: _____ Title: _____

Billing Address: _____

Phone: _____ Fax: _____ Email: _____

MEA Electrical Exam Preparation Student Study Guide (2020-23)

Deadline: March 10, 2020

Please check here ☐ if a member of the MEA

Size (check preference): _____ Full Page _____ Half Page

Prioritize Full Page Position Preference (Half page ads are placed where space is available.)
(1st, 2nd, 3rd choice placement is given on a first come-first served basis)

_____ Outside Back Cover

_____ Inside Front Cover

_____ Inside Back Cover

Ad Fee \$ _____

Less 10% Mbr Disc* \$- _____

Final Total \$ _____

Signing below constitutes agreement to the details listed above and to the *Minnesota Electrical Association* General Terms & Conditions.

Advertiser's Signature

Date

Your MEA Ad Sales Contact:

Erica Nelson, Sales Representative – 763-497-1778 / erica@pierreproductions.com

MEA Headquarters Address - 3100 Humboldt Ave S, Minneapolis, MN 55408

Prepayment in full required – Mail a check with a copy of this ad order or provide credit card info below:

Check type: _____ Visa _____ MC *Note – a charge for the full amount of above order will be ran upon receipt.

Name on Card: _____

Credit card number: _____

Expiration: ____/____/____ MasterCard Inter Bank N. (above your name) ____

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.