



## Website Advertisement Rates, Terms, and Conditions

### Ad Rates:

- \$375 for a three-month sidekick advertisement (300 x 250 px)
- \$450 for a three-month inline banner advertisement (728 x 90 px)

**Site Analytics:** From July 1, 2017 through June 30, 2018, mpimn.org recorded:

- 24,545 sessions (average duration: 3 minutes)
- 90,452 pageviews (3.62 pages per session)
- 10,128 users
- 80% new visitors/sessions

**Closing Dates:** Payment and ad files are due three business days prior to the ad start date.

### Ad Specifications:

- *Dimensions:*
  - Sidekick Ad must be 300 pixels wide by 250 pixels tall.
  - Inline Banner Ad must be 728 pixels wide by 90 pixels tall.
- *Format:* Ad must be a single-image, web-ready graphic in static PNG (preferred), JPG, or GIF format (no animation, video or audio).
- *Placement:* Ad will appear on all mpimn.org pages and be displayed at random upon page open or refresh.
- *Behavior:* Ad will link to a URL of the advertiser's choice in a new browser window.
- *Duration:* Ad will run for three consecutive months from the ad start date unless an earlier end date is requested by the Advertiser.

**Ad Submission:** Upload web-ready ad when completing transaction or email web-ready ad file by email to [office@mpimn.org](mailto:office@mpimn.org).

**Payment:** Rates are noncommissionable. Prepayment is required. Advertisements will not be published until payment has been made in full.

**Sponsors:** No additional payment is required for advertisements included as a benefit of sponsorship. Advertising dollars are not considered contributions and therefore are not included in the accumulation of dollar values for MPI Minnesota Chapter sponsorship levels. The advertisement sponsorship benefit may not be transferred.

**Terms:** All Advertisers having contract rates must have signed agreements. Rates may be increased on 10 days' notice. Advertisers on contract are protected from rate increases for the duration of the contract. MPI Minnesota Chapter reserves the right to refuse or cancel any advertisement. In no event will MPI Minnesota Chapter be responsible for errors or omissions if Advertiser does not supply the correct copy by the closing date. Advertiser agrees to defend and indemnify MPI Minnesota Chapter against any and all liability, loss or expense incurred from claims of trademarks, trade names or patents, violations of rights of privacy and infringements of copyrights and proprietary rights resulting from the publication of Advertiser's ads.

Updated 9/28/18, effective 10/13/18.