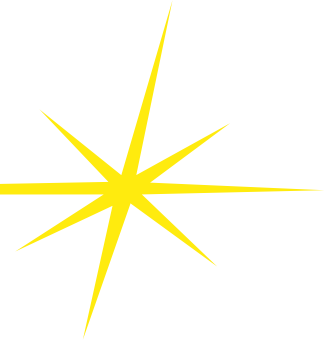


The RESOURCE



Official publication of the
Minnesota Municipal Utilities Association

2025 Display ad rates and ad sizes

Ad sizes	Member annual	Non-member annual	Single issue
2 columns by 1 1/2 inches	\$750	\$1,275	N/A
2 columns by 2 1/4 inches	\$950	\$1,700	N/A
2 columns by 5 inches	\$1,700	\$2,000	\$850
4 columns by 2 1/2 inches	\$1,700	\$2,000	\$850
3 columns by 4 inches	\$1,750	\$2,050	\$850
4 columns by 4 inches (1/4 page)	\$1,950	\$2,200	\$950
4 columns by 5 3/4 inches (1/3 page)	\$2,600	\$3,195	\$1,250
5 columns by 7 inches (1/2 page)	\$3,350	\$3,950	\$1,500
5 columns by 15 inches (full page)	\$4,350	\$7,750	\$2,000

Publication size

11.5" width
by 16 " height

Column widths

1 Column	1 3/4"
2 Columns	3 3/4"
3 Columns	5 3/4"
4 Columns	7 3/4"
5 Columns	9 3/4"

Professional services ads

Professional service ads are complimentary for MMUA's sponsors and those who purchase an annual display ad at 2 columns by 5 inches or larger. The Professional Services section runs on the last two inside pages.

- Business-card size
- \$575 for 11 issues

The Resource will be published 11 times a year, with a combined July-August edition.

- *The Resource* is produced via Adobe InDesign on a Windows platform.
- We accept electronic files in high-resolution formats, preferably pdf.
- The publication line screen is 102.

Visit mmua.org/products for more information and to purchase ad space in *The Resource*. Please contact Jennifer Williams at jwilliams@mmua.org if you have any questions.

Premiums

Ads will not be placed on pages 2 or 3 unless the ad volume dictates. Ads will not run on the back page unless the ad volume dictates. Back-page placement can be guaranteed for an additional \$100 per month.

Color

The Resource is a full-color publication. There is no additional charge for color.

Electronic files

We accept electronic files, preferably in pdf format.

MMUA reserves the right to refuse or withdraw advertising at any time under the following conditions:

- An ad on its face misrepresents a firm or product.
- An ad is in poor taste in that it represents an unfavorable light or holds up to ridicule an individual or group of individuals.
- The ad or the firm does not agree with and actively opposes public power, municipal ownership of utilities, and the institutions that allow them to operate.

Refusal of an ad by MMUA shall be without prejudice to either the subscriber or MMUA.

Deadline

The deadline for next month's newsletter is the 1st of the preceeding month.

Editorial policies

MMUA assumes responsibility and editorial control of the newsletter's content, with the exception of content from outside sources. It should be clearly understood that *The Resource* is a newsletter and not a newspaper. Editorial balance and objectivity are the goal except in columns specifically designed as opinion pieces. All sides of issues may not always be represented.

Withdrawal

Withdrawal of ads may be at the request of the advertiser or by MMUA for any of the following reasons after the ad has run:

- Notification by the advertiser that the firm is no longer in business.
- Notification by the advertiser that the product or service advertised is no longer available.
- MMUA determines that the product or service advertised is hazardous to the public, employees of the utility, or not as represented.
- At the subscriber's request.

Ads withdrawn at the request of the advertiser shall be subject to a refund from MMUA, pro-rated at half the advertising rate for each month remaining under the agreement. In all cases, a \$75 service fee shall be first subtracted from the refund.

Additional policies

Ads to run fewer than 11 issues shall be limited to a minimum size of 10 column inches and shall be at the single issue rate.

- Ads to run fewer than 11 issues shall be limited to a minimum size of two columns x five inches and shall be at the single issue rate.
- MMUA assumes no liability for misprints or omissions beyond the cost of the advertisement itself.
- Tear sheets and affidavits of publication shall not be furnished. Additional copies are generally available.