

THE RESOURCE

Official publication of the Minnesota Municipal Utilities Association

The Resource is published 11 times a year, with a combined July-August edition. We accept electronic files in high-resolution PDF format.

Visit mmua.org/products to purchase ad space. If you need more information please contact Jennifer Williams at jwilliams@mmua.org.

Publication Size
11.5 inches wide
by
16 inches tall

Column Widths
2 Columns 3.9"
3 Columns 5.95"
4 Columns 7.96"
5 Columns 10"

Ad rates and sizes

| AD SIZE | MEMBER ANNUAL | NON-MEMBER ANNUAL | SINGLE ISSUE |
|---|---------------|-------------------|--------------|
| 3.9 inches wide by 1.5 inches tall | \$750 | \$1,275 | N/A |
| 3.9 inches wide by 2.25 inches tall | \$950 | \$1,700 | N/A |
| 7.96 inches wide by 4 inches tall (1/4 page) | \$1,950 | \$2,200 | \$750 |
| 10 inches wide by 7 inches tall (1/2 page) | \$2,750 | \$3,950 | \$1,200 |
| 10 inches wide by 15 inches tall (full page) | \$4,350 | \$6,750 | \$1,950 |

Professional services ads

Professional Services ads are complimentary for MMUA's annual sponsors. This section runs on the last two inside pages.

3 1/2 inches wide by 2 inches tall
(business card size) \$575 for 11 issues

Premiums

Ads will not be placed on pages 2 or 3 unless necessitated by ad volume. Ads will not be run on back page unless necessitated by ad volume. Back page placement can be guaranteed with a fee of an additional \$100.00 per month.

Color

The MMUA 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 those institutions that make it possible for them to operate.

Refusal of an ad by the 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 goals except in columns specifically designed as an opinion piece. 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 2 columns x 5 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.