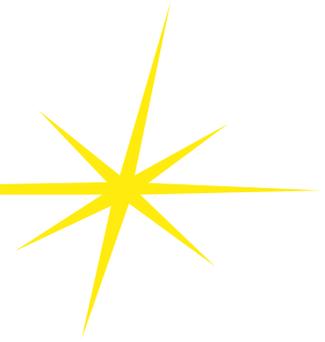


The RESOURCE



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

The Professional Services section (PS) runs on the last two inside pages.

- Business-card size \$575 for 11 issues

Free professional service ads are given to MMUA sponsors or those who purchase an annual display ad at 2 columns by 5 inches or larger.

The Resource will be published 11 times a year, with a combined July-August edition.
Publication line screen is 102.

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

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

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.

The Association 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 in 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 and municipal ownership of utilities and those institutions that make it possible for them to operate.

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

Deadline

The deadline is the 20th of the month for the next month's newsletter.

Editorial Policies

The Association assumes responsibility and editorial control of the content of the newsletter 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 is one goal, but not the only goal, and all sides of issues may not always be represented.

Withdrawal

Withdrawal of ads may be at the request of the advertiser or by the Association for any of the above or for any of the following reasons after the ad has begun to 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.
- Determination by the Association that the product or service advertised is hazardous to the public, employees of the utility, or not as represented.
- At the request of the subscriber.

Ads withdrawn at the request of the subscriber shall be subject to a refund from the MMUA, pro-rated at 1/2 of 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 2 columns x 5 inches and shall be at the single issue rate.
- The Association assumes no liability for misprints or omissions beyond the cost of advertisement itself.
- Tear sheets, affidavits of publication shall not normally be furnished. Additional copies are generally available.