



# Advertise 2020-21

## in the MASA Leaders' Forum Online Newsletter

**MASA Business Partner Members** receive an advertising benefit in alignment with their participation level:

**Premier Partners** receive one free front page banner ad in each of all four quarterly issues, linked to the partner's web site.

**Executive Partners** receive one free portrait sidebar ad in each of all four quarterly issues, linked to the partner's web site.

**Leader Partners** receive one free column sidebar ad in two of the quarterly issues, linked to the partner's web site.

**Fellow Partners** receive one free small box ad in two of the quarterly issues, linked to the partner's web site.

**Key Partners** receive one free small box ad in two of the quarterly issues. This level does not include a link to the partner's web site.

**Friend Partners** receive one free small box ad in one of the quarterly issues. This level does not include a link to the partner's web site.

**Partners should fill out the form and submit their ad as indicated in the right column of this page. Partners with a one- or two-issue benefit should indicate their choice of issue.**

See [www.mnasa.org](http://www.mnasa.org) for more information on business partnerships.

The Minnesota Association of School Administrators' quarterly Leaders' Forum newsletter is now entirely published online at [www.mnasanews.org](http://www.mnasanews.org). The website is marketed and accessible to more than 600 public and private school superintendents; directors of special education; regional, cooperative and state agency administrators; post-secondary instructors of administrator training; and other central office school administrators.

All advertising spots on the MASA Leaders Forum at [www.mnasanews.org](http://www.mnasanews.org) are optimized for both desktop and mobile device viewing - which means your advertisement will NOT be cropped or scaled differently depending on the type of device our readers are viewing the website.

Arrange your ad by completing the form below and returning it to: **Stephanie Kastanos, Associate—Accounting and Events Minnesota Association of School Administrators**  
1884 Como Avenue, St. Paul, MN 55108  
Ph: 651-251-0314 • [schaefe@mnasa.org](mailto:schaefe@mnasa.org)

**Business Partners:** please fill out the form and let us know which issues you would like your ad placed in.

Company \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone (\_\_\_\_\_) \_\_\_\_\_

Email \_\_\_\_\_

**Size of Ad**—price is per issue, see the attached for examples of ad sizing:

_____	Banner Ad (970 px x 250 px)	\$575
_____	Portrait Sidebar Ad (300 x 1050 px)	\$460
_____	Column Sidebar Ad (300 x 600 px)	\$325
_____	Small Box Ad (300 x 250 px)	\$275

**Add a link** to your web site for only \$50 per issue. Please indicate your preference below. (Business Partners who receive a link as a benefit do not need to indicate this preference.)

**Check which quarter in which to place your ad:**

Submission Deadlines for 2020 - 2021

_____	Fall (online beg Sept)	Due 8/14/20	Add Link _____
_____	Winter (online beg Dec)	Due 11/6/20	Add Link _____
_____	Spring (online end Mar)	Due 2/19/21	Add Link _____
_____	Summer (online beg Jun)	Due 5/7/21	Add Link _____

Website address for link \_\_\_\_\_

The MASA Leaders' Forum website will be updated quarterly with new advertising blocks.

**Important:** Please submit your ad electronically in jpeg file format. Simply attach your jpeg file to your email to Stephanie Kastanos at [schaefe@mnasa.org](mailto:schaefe@mnasa.org).

Unless notified by each issue deadline, the same artwork will be used for all of your ads. You will not receive a proof copy.

All attempts will be made by MASA to give your advertisement an appropriate placement in the Leaders' Forum. However, due to content, placement of the ad will be made at the discretion of the Editor.

Ad placements will be billed after the issue is published.

*Thank you!*

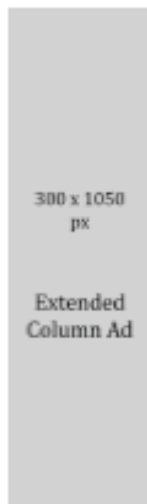
# Example Ad Box Layouts

*\*Images shown are for visual representation only and are not scaled to actual size\**

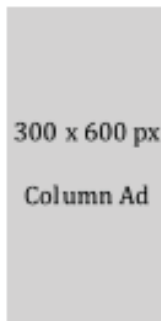
## 970 x 250 px – Banner Ad



## 300 x 1050 px – Extended Column Ad



## 300 x 600 px – Column Sidebar Ad



## 300 x 250 px – Box Ad



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