

ADVERTISEMENT DETAILS

Minnesota Social Service Association is holding its 119th Annual Training Conference and Expo—**YOU**nited—at the Hilton Minneapolis Hotel on March 13—16, 2012. More than 2,800 attendees from Minnesota and surrounding states are expected to participate in three days of learning, networking, and sharing in pursuit of our common goal to improve the human service profession.

The conference program offers you an excellent opportunity to reach human service professionals throughout the state. All conference attendees will receive the conference program to use throughout the year as a directory and reference guide. Including your message will enhance the visibility of your organization within the largest and most active human service membership organization in the state of Minnesota.

AD SIZES & RATES

A. Inside cover advertisement, Full-page	400.00
B. Back outside cover, Full-page	400.00
C. Full-page (7-1/2" w by 10" h).....	350.00
D. Half-page (7-1/2" w by 4-3/4" h).....	200.00
E. Half-page vertical format (3-1/2" w x 9" h)	200.00
F. Quarter-page (3-1/2" w by 4-3/4" h)	145.00
G. Business Card Size (3-1/2" w by 2" h)	85.00
H. Full Color Advertisement add an additional \$100 to the ad price.	

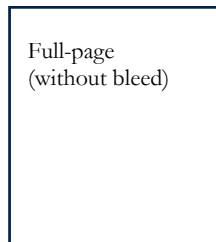
REQUIREMENTS — Your ad must comply with the following specifications. If it does not meet the requirements, call MSSA prior to January 15 for assistance.

- ◆ Correct size (see above).
- ◆ No bleeds.
- ◆ Grayscale (black and white) only, unless you are purchasing a color ad.
- ◆ Camera-ready art/mechanicals or PDF or jpeg or tiff via IBM compatible disk or electronically.
- ◆ A printout should accompany the disk or electronic submission.

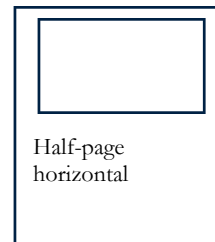
There will be a \$50.00 ad layout and design charge for ads not supplied as pdf, tiff or jpg format. Ads, which require difficult design elements, will be quoted.

Microsoft Word documents will NOT be accepted.

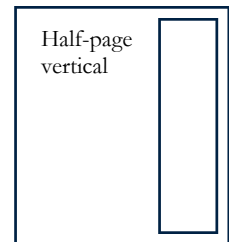
DIAGRAMS OF AD OPTIONS



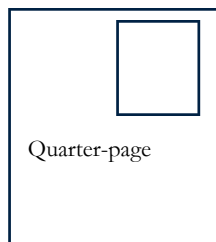
A., B. and C.



D.



E.



F.



G.

Ads must be typeset or of typeset quality. **Handwritten** ads will **not** be accepted. **Faxed** ads will **not** be accepted. **Photocopied** ads will **not** be accepted. Artwork will not be returned to the advertiser unless requested.

INSERTION FORM

REFUNDS— All refund requests must be in writing and received prior to January 31, 2012.

A \$50 processing fee will be assessed to all advertising refunds.

NO REFUNDS AFTER JANUARY 31, 2012.

Deadline for receipt of materials and payment: January 31, 2012

Name of Advertiser _____

Name of contact person _____

Street _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

Email _____

Ad Size and Rates—Please check appropriate boxes

- Inside cover advertisement, Full-page (first come, first serve basis)400.00
- Back outside cover, Full-page (first come, first serve basis).....400.00
- Full-page (7-1/2"w by 10"h) 350.00
- Half-page (7-1/2"w by 4-3/4"h)200.00
- Half-page vertical format (3-1/2"w x 9"h).....200.00
- Quarter-page (3-1/2"w by 4-3/4"h).....145.00
- Business Card (3-1/2"w by 2"h).....85.00
- Full Color add include an additional100.00

Ad materials are enclosed. Payment is enclosed (due prior to January 31.)

Ad materials will be sent by January 31, 2012. It is the responsibility of the advertiser to submit the ad. **No confirmation/reminder will be sent.**

Special Instructions: _____

Payment

Please make checks payable to MSSA. Payment should be forwarded prior to or with ad materials.

AD MATERIALS ARE DUE NO LATER THAN **JANUARY 31, 2012**. It is the responsibility of the advertiser to submit and verify receipt of materials. No refunds will be issued if the advertiser does not submit ad according to specifications on previous page.

Send Payment to:

MSSA
Attention: Conference Advertisement
125 Charles Avenue
St. Paul, Minnesota 55103

Questions: Please contact Stephanie Kibler, MSSA Director of Program Development/Communications, at 651.789.4331, or stephanie@mnssa.org