



www.mnpsych.org
 The official Web site of the
Minnesota Psychological Association
Advertising Rates/Contract

The Minnesota Psychological Association Web site, www.mnpsych.org is accessible to the public, with additional sections available only to members of the Minnesota Psychological Association. Several advertising opportunities are available: Banner ads, Positions Available, Office Space Available, Seminars/Educational Events, and Miscellaneous Classifieds. Ads are available for viewing by MPA members and non-members. The MPA Web site consistently averages more than 7,500 page views per month. The Classified page is consistently among the top five most-visited pages.

Advertising Policy: The publication of any advertisement is not an endorsement of the advertiser or of the product or services provided by the advertiser. The Minnesota Psychological Association reserves the right to reject or edit advertisements. Advertisements linking to sites with material deemed objectionable by the Minnesota Psychological Association will be rejected.

Banner Advertising Rates:

New in 2011! MPA now accepts banner advertising. The rate is \$100 per month (30 days) for MPA Members, or \$125 per month for non-members, or \$270 (MPA Members)/\$350 for quarterly (90 day) pre-paid placements. MPA does not rotate its banner ads; your ad will remain in place for the contracted time, for all to see. Advertisers must provide the art for banners.

Dimensions: 190 pixels wide x 80 pixels high. Image file size maximum is 45K. Either GIF or JPEG formats are accepted. Artwork for banner ads should be e-mailed to webmaster@mnpsych.org.

Classified Advertising Rates:

Positions Available/Office Space Available: \$70 per month (30 days) for MPA Members, or \$85 per month for non-members, for up to 750 characters. Ads may link to an e-mail address or Web site. Only one position or office space per ad; if you have several positions or items to advertise, each must use a separate ad.

Seminars/Educational Events: \$85 per month (30 days) for MPA Members, or \$100 for non-members, for up to 1,000 characters. The ad may contain a link to an e-mail address or Web site. Only one event per ad; if you have several events to advertise, each must use a separate Seminars ad.

Miscellaneous Classifieds: \$70 per month (30 days) for MPA Members, or \$85 per month for non-members, for up to 750 characters. The ad may contain a link to an e-mail address or Web site.

Classified Format:

Ads may be placed directly on the MPA site using our secure payment area. Or send information in a Microsoft Word document or in the body of an e-mail message for placement in our ad format. Information for classified ads may be e-mailed to webmaster@mnpsych.org, faxed to 651-290-2266, or mailed to the MPA office at the address listed below.

Scheduling:

Banner ads can usually be added to the MPA Web site within five business days after receipt (excluding weekends and major U.S. holidays). Classified ads can usually be added to the site within 48 hours after receipt (excluding weekends and major U.S. holidays). Ads will remain on the site for 30 days, unless the advertiser renews the ad for additional 30-day period(s) or requests that the ad be taken down before 30 days have elapsed. No refund will be made for ads removed earlier than the contract term.

MPA Web Advertising Space Order Form

Organization: _____
 Contact Name: _____
 Street Address: _____
 City/State/Zip: _____
 Daytime Phone: _____
 Fax: _____
 E-mail Address: _____

Dates ad to run: _____

(Ads may be prepaid for several months at a time)

Ad Type: _____

Payment Total: _____

Payment Method:

Check VISA/Mastercard AmEx
 Purchase Order _____

If paying by credit card: Card number _____ 3-digit code: _____

Exp Date: _____ Authorized Signature: _____

If paying by credit card, all fields must be completed. Please do not e-mail credit card information.

Return Order Form with Payment and Materials to:

Minnesota Psychological Association
 1000 Westgate Drive, Suite 252
 St. Paul, MN 55114
 Fax 651-290-2266 • E-mail webmaster@mnpsych.org

(For office use only)

initials		fin.
date		
CK/CC		
amt. paid		
bal. due		