

2021 Minnesota Fishing Regulations Handbook

- ADVERTISING RATE CARD -

Notice: This is an official state government publication. The Minnesota Department of Natural Resources has limited the amount of advertising space available in the official Minnesota Fishing Regulations Handbook. Advertising is sold on an "availability basis." Advertising revenue is used to offset the cost of publishing for the State of Minnesota.

PERSONNEL

Publisher: Minnesota Department of Natural Resources
Advertising Sales Representative: Midwest Sports Publishing Network

ADVERTISING

Advertising inquiries, correspondence, copy, layouts, complete film and advertising materials should be sent to:
Midwest Sports Publishing Network, 16315 Terrey Pine Dr Ste 300, Eden Prairie, MN 55344 Telephone: 1.800.989.6776 Local: 952.473.7870 Fax: 952.473.7805
E-mail: sales@mspninc.com

COMMISSIONS, DISCOUNTS, INVOICES FOR DISPLAY ADVERTISING

- Agency commission, where applicable, 15% to recognized advertising agencies.
- Terms: Payment in full before: December 9, 2020.
- This is the official Minnesota Fishing Regulations Handbook, pre-payment is required and is not a reflection upon any advertiser or agency.
- 20% discount available to nonprofit groups.

CIRCULATION INFORMATION

- 800,000 copies printed.
- 252,391 downloads of the 2020 regs.
- Handbooks are available at over 1500 retail outlets in Minnesota, and the Minnesota Department of Natural Resources offices statewide. In addition 176 state deputy registrars distribute the handbooks.

CONTRACT AND COPY REGULATIONS

- Publisher's contract must be complete and returned to reserve space.
- Space non-cancelable after closing date.
- All space orders subject to acceptance.
- All space orders subject to approval of the Minnesota Department of Natural Resources.
- All ad copy must contain the words "Paid Advertisement" somewhere in the ad.
- Ad copy may not portray any dangerous, illegal or environmentally unsound activity that violates or appears to violate DNR regulations or safety messages.
- Copy may not include clip-outs or coupons.
- Political advertising is specifically prohibited by Minnesota law.

MECHANICAL REQUIREMENTS

- Covers and text are printed on 40# enamel.
- Publication trim size is 5 x 8 inches.
- Bleed allowed only for full-page advertisement.
- Electronic/digital copy should be submitted as a 300dpi PDF file.
- E-mail ad pdfs to: production@mspninc.com.
- The Publisher will reproduce the ad as closely as reasonably possible to the film or material supplied. The publisher will not, however, be responsible for minor variations in color or image.

850,000

Published & Distributed Annually

252,391 downloads of the 2020 regs.

Ads will appear on the MNDNR Web site exactly how they are in the Regulations Handbook print/hard copy. <http://www.dnr.state.mn.us/regulations/fishing/index.html>



ISSUE AND CLOSING DATES

- Distributed in February 2021
- Ad close – December 01, 2020
 - Materials Due – December 07, 2020

GENERAL ADVERTISING RATES

UNIT PRICES

Full Page 4.37" x 7.3"	B & W \$8,295	Color \$9,540
½ Page Horizontal 4.37" x 3.6"	B & W \$4,810	Color \$5,670
¼ Page Vertical 2.12" x 3.6"	B & W \$2,654	Color \$3,500

COVERS AND SPECIAL POSITIONS

- Inside Front Cover - \$11,954
- Inside Back Cover - \$10,972
- Page 3 - \$10,972
- Center Spread (2 pages) \$18,900

All cover positions are sold on a non-cancelable contract basis. Every attempt will be made to accommodate the Advertiser's request for special positioning but we cannot guarantee it. Publisher reserves the right to position the ad at our own discretion.

PRODUCTION COSTS

Production charges to prepare non-camera ready copy, or to correct supplied copy to meet copy specifications to be billed at trade rate.

OTHER INFORMATION

Publisher's Copy Protective Clause: Advertisers and agencies assume liability for all content (including text, representation and illustrations) of advertisements printed, and also assume responsibilities for any claim arising there against the sales agent, publisher or the State of Minnesota. The publisher and the Minnesota Department of Natural Resources reserve the right to reject any advertising, which they feel, is not in keeping with the publication's standards.