



# 2024 MINNESOTA GROCER ADVERTISING

Offering a perspective that is unique to the state, the quarterly *Minnesota Grocer* magazine features authoritative insights and opinions that cover all facets of the state’s grocery business—farm to fork. From new regulations and technological innovations to local and national trends, this magazine contains stories that provide a deeper understanding of Minnesota’s food community. Our magazine has a circulation of 6,000 per issue and reaches top Minnesota decision-makers. Discover why advertising in the *Minnesota Grocer* is your ticket to expanding your target audience.

Along with the quarterly magazine, the MGA publishes an Annual Member Directory. The MGA Annual Member Directory is an exclusive listing of the entire Minnesota Grocers Association membership. This resource includes contact information for member stores and vendor members, along with key legislative information.

## 2024 MGA Advertising Rates

### SPRING PUBLICATION

Ad Deadline: Friday, January 12  
Mail Date: Friday, February 9

### SUMMER PUBLICATION

Ad Deadline: Friday, May 24  
Mail Date: Monday, June 24

### FALL PUBLICATION

Ad Deadline: Friday, August 23  
Mail Date: Friday, September 20

### WINTER PUBLICATION

Ad Deadline: Friday, October 25  
Mail Date: Wednesday, November 20

### ANNUAL MEMBER DIRECTORY / PUBLICATION **Membership Listings & Member Resources**

Ad Deadline: Friday, March 15  
Mail Date: Wednesday, April 13

	<u>1 Publication</u>	<u>2 Publications</u>	<u>3 Publications</u>	<u>4 Publications</u>	<u>5 Publications</u>
Full Page	\$1,549.00	\$1,395.00	\$1,258.00	\$1,182.00	\$1,115.00
<i>*Back Cover</i>	*	*	*	*	*\$1,475.00
<i>*Inside Front Cover</i>	*	*	*	*	*\$1,406.00
<i>*Inside Back Cover</i>	*	*	*	*	*\$1,357.00
Half Page (horizontal)	\$1,240.00	\$1,029.00	\$923.00	\$875.00	\$827.00
1/3 Page	\$935.00	\$886.00	\$796.00	\$753.00	\$711.00
1/6 Page	\$765.00	\$711.00	\$642.00	\$605.00	\$573.00

*\*Special Placement Options - Must contract for all five publications. First come first serve.*



Contact Karly Ackerman with any questions  
[kackerman@mngrocers.com](mailto:kackerman@mngrocers.com) 651-228-0973 Fax: 651-228-1949



# 2024 ADVERTISING SPECS

## Acceptable Ad Formats:

High resolution PDF (300 dpi)  
EPS Files (Photoshop or Illustrator)  
Include all fonts, links, etc. with EPS  
InDesign (with all fonts, links, etc.)  
Images – TIF or JPEG (300 dpi at 100%)

## Mechanical Requirements:

Publication trim size – 8 1/4" x 10 7/8"  
Standard advertising page size –  
7" wide x 10" deep  
Bleed page size – 8 1/2" x 11 1/8" (add 10%)  
Column Width – 2 1/4"  
Column Depth – 10"  
Number of columns per page – 2-3  
Photos – 300 dpi at 100%  
Colors – CYMK & AAAA Standard  
Method of binding – saddle stitch

### FULL PAGE

Best Value  
**\$1,115.00**

### SIXTH PAGE

Best Value  
**\$573.00**

### HALF PAGE

Best Value  
**\$827.00**

### THIRD PAGE

Best Value  
**\$711.00**

## Contract and Copy Guidance:

1. Advertising agreements must have executed contract in advance of initial insertion.
2. Publisher reserves the right to reject any objectionable copy.
3. Publisher reserves the right to identify as "advertisement" advertising copy that is judged as editorial material.
4. Ad must arrive to the MGA print ready; advertiser and/or advertising agency assumes full liability for all advertising content that they supply and do indemnify and hold Publisher harmless from any claims that arise therefrom. Publisher will not alter advertisement.
5. Terms are net 30 days from invoice.
6. Unless otherwise arranged, materials or copy changes not received by the closing date authorizes Publisher to repeat from a previous ad.
7. Advertising material will be held for one year and then discarded by the Publisher unless otherwise notified.
8. Publisher reserves the right to select ad location unless pre-contracted.

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# 2024 ADVERTISING CONTRACT

Company: \_\_\_\_\_

Contact: \_\_\_\_\_ Email: \_\_\_\_\_

Advertising Contact: \_\_\_\_\_ Email: \_\_\_\_\_  
(if different from above)

Billing Contact: \_\_\_\_\_ Email: \_\_\_\_\_  
(if different from above)

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_

Facebook: \_\_\_\_\_ Twitter: \_\_\_\_\_

## Circle Contracted Publications:

**Spring      Summer      Fall      Winter      Member Directory**

## Circle Contracted Ad Size:

**Full Page      Half Page      1/3 Page      1/6 Page**

*\*Special Requested Placement Options: \_\_\_\_\_  
(see rates for criteria)*

**Contracted Rate Per Publication: \$ \_\_\_\_\_**

Note: Invoices issued following each publication's printing. Payment is due 30 days from invoice.

Signed \_\_\_\_\_

Title \_\_\_\_\_ Date \_\_\_\_\_

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**MGA Internal Processing:**  
Contract Received: \_\_\_\_\_  
Placement Approved: \_\_\_\_\_  
Publications / Rate Confirmed: \_\_\_\_\_