

# MBBN

## Minnesota Basketball News

Phone: 320-243-7460 E-mail: curr\_10@hotmail.com

## Advertising Rates After Deadline (Oct 14, 2011)

### Advertising Rates

Size	Dimensions	1X	2X	3X	4X	7X		
Back Cover 4-Color	10.5" x 11"	1650	2970	3960	4620	4620		
Full Page	10.5" x 11"	1100	1980	2620	3080	3080		
1/2 Page Horizontal	10.5" x 5.25"	660	1210	1650	1980	1980		
1/2 Page Vertical	5" x 11"	660	1210	1650	1980	1980		
1/4 Page Vertical	5" x 5.25"	385	715	990	1210	1210		
1/8 Page Horizontal	2.375" x 5.25"	220	418	594	748	748		
1/8 Page Vertical	5" x 2.5"	220	418	594	748	748		
Column Inch Rate	2.5" x 1.0"	\$44 per/ci						

Seven issues will be published in 2010-2011:

	Printing	Size	Deadline
Pre-season HS girls/college women/Lynx recap	mid Nov.	64 pages	Oct. 24
Pre-season HS boys/college men/T-Wolves	end Nov.	64 pages	TBA
Pre-Holiday issue	mid Dec.	40 pages	TBA
Mid-season issue	end Jan.	40 pages	TBA
Tournament/Play-off issue	beg Mar.	40 pages	TBA
State Tournament recap	mid Apr.	40 pages	TBA
Post-season/Summer preview issue	beg May	40 pages	TBA

Call to double check if past deadline - deadlines may have been extended.

Web advertising on [www.psmmbn.com](http://www.psmmbn.com)

Over 150,000 hits last year. Call 320-243-7460 for rates.

Pre-Printed Inserts Base Price: \$100/M (please call for exact price)

#### Terms

All advertisements less than \$500 must be pre-paid. Terms are net 30 days with approved credit.

#### Material Specifications

Page Size: 11" x 14" Paper: Cover-50# Vellum offset Text:-30# Groundwood

Printing: Web offset

#### Black and White Ads

Advertisers must supply negative (right reading emulsion side down, 85 screen line) or camera-ready keylines. All photos or halftones must be screened appropriately.

### Advertising Policy

All advertising submitted is subject to the approval of the Publisher. The Publisher reserves the right to refuse any advertising content which does not meet the company's standards or contractual obligations of acceptance. On acceptance, publication is contingent upon space availability.

Type of headings should not be the same or similar to that used in the news and editorial columns. Advertisements having the appearance of editorial material must have the word "Advertisement" printed above and the Publisher reserves the right to insert above any copy the word "Advertisement".

In no event will the Publisher be responsible for errors when correct copy of advertisements is not supplied by Advertiser by deadline.

The liability of the Publisher for failure to publish an advertisement for any reason in the issue specified shall be limited to publishing the advertisement in subsequent issue at regular rate.

Orders may not be canceled after deadline. The Advertiser and/or Advertising Agency agrees to defend and indemnify the Publisher against any and all liability, loss or expense arising from claims of libel, unfair competition, unfair trade price, infringement of trademarks, trade names of patents, violations of privacy and infringements of copyrights and propriety rights resulting from the publication of the Advertiser's advertisements.

This advertising contract is binding upon both parties, their successors and assigns according to the laws of the state of Minnesota. Any and all arbitration or litigation arising must be disputed in the county of Hennepin in the state of Minnesota.