

ACCESS

PRESS



MINNESOTA'S DISABILITY COMMUNITY NEWS SOURCE

Table of Contents:

- Ad Sizes & Prices - page 5
- Classified Advertising - page 2
- Directory of Organizations - page 3
- Donations - page 3
- Employee Contribution Programs - page 3
- Employment Classifieds - page 2
- Sponsorship Opportunities - page 4
- Subscriptions - page 3
- Web Advertising - page 4

Actual size E2 - Twelfth page ad, 3 5/16" W x 3 3/4" H

**Over 26 years of
advocating Minnesota's
Disability Community!**

ACCESS PRESS STAFF:

Tim Benjamin - Executive Director/Publisher
Jane McClure - Managing Editor
Michelle Hegarty - Advertising Manager
Dawn Frederick - Business Manager

PARTICIPATION OPPORTUNITIES:

- **DISPLAY ADVERTISEMENTS** - in print and online.
- **DIRECTORY OF ORGANIZATIONS/ RESOURCE LISTINGS** - improving organizational visibility and accessibility by including a listing in our quarterly printed pull-out and available year-round online.
- **SPONSORSHIP** - for any print edition, as well as *Access Press Unbound** (made possible by The Minneapolis Foundation).
- **EMPLOYMENT ADVERTISEMENTS** - reaching one of the largest minority groups seeking employment in today's job market.
- **BULK SUBSCRIPTIONS** - for office, government, and educational settings.
- **FREE COMMUNITY NEWSSTANDS** - for lobbies, lounges, entryways, or other high-traffic areas.
- **EMPLOYEE CONTRIBUTION PROGRAMS** - through Community Shares of Minnesota.

Actual size D2- Eighth page ad, 3 5/16" W x 5 5/8"

**2018
MEDIA KIT**



MINNESOTA'S DISABILITY COMMUNITY NEWS SOURCE

2018 MEDIA KIT

Do you have a Custom-Sized Advertisement?

Custom options are available. Arrangements and pricing available upon request.

Cost: \$95 per hour

Special Placement: \$3 per column inch

WHY ADVERTISE AT ACCESS PRESS?

Publication type: Monthly. First published in 1990, *Access Press* is a monthly niche market publication and nonprofit 501(c)3 organization serving as an all-encompassing resource for Minnesota's Disability and Aging Communities.

Who we are: *Access Press* is the only disability nonprofit news source in Minnesota, bringing together diverse aging and disability community voices, discussing critical issues, and providing network resources.

Our Audience: Individuals experiencing the effects of disability or aging, families, friends, colleagues, employers, direct support professionals, advocates, product and service managers, disability organizations and agencies, community representatives and policy makers, as well as members of the general public seeking information about topics related to disability and aging.

Our Base Market: More than 381,000 individuals, ages 5-64 experience the effects of disabilities throughout Minnesota. More than 623,000 individuals, ages 65 and older, will experience the effects of aging. In addition to a combination of 150+ small, medium and large non-profit and government organizations.

Our Distribution: More than 500 individual subscribers, 300+ dropsites. More than 125 non-profit and government organizations (and their employees) who subscribe, support, and promote *Access Press*.

EMPLOYMENT ADVERTISEMENTS:

Access Press can help employers develop and maintain a diverse workplace by playing a key role in the recruitment process. Using our publication as a tool in your Equal Employment Opportunity/Affirmative Action Policy, you can distribute your employment ads to reach one of the largest minority groups seeking employment in today's job market.

Employment Classified Advertising Pricing: **\$22 per column inch for electronic submissions** (i.e. e-mail text or attachments using plain text (TXT) or Microsoft Word (DOC)). **\$24 per column inch for hard copy** or faxed submissions.

Employment Classified Submission Deadlines: 4 p.m. on the last business day prior to the month prior of publication (e.g. January 25th for the February publication).

GENERAL CLASSIFIED ADVERTISEMENTS:

Access Press classified ads are popular with readers. We keep the classifications simple and the size manageable, so your ad will stand out.

Classified Advertising Pricing: **\$15 base rate** for up to **18 words**, then **\$0.65** for each additional word.

Classified Advertising Submission Deadlines: See Submission Deadline Chart on page 4.

Actual size C6 - Quarter page, 10 3/8" W x 3 3/4" H



Are you interested in supporting
Access Press? Please let us know!

EMPLOYEE CONTRIBUTION PROGRAMS:

Actual size D6 - Quarter page, 10 3/8" W x 3 3/4" H



Access Press is a proud member of Community Shares, a workplace support campaign for employees to deduct money from their paycheck and send it directly to their charity of choice, a great opportunity for individuals to impact their communities with each paycheck and support local nonprofit organizations. Please contact us for more information regarding this program for offering your employees opportunities to support local nonprofits of their choice!

SUBSCRIPTIONS:

Subscriptions delivered via first-class mail are available for **\$30 per year**. Low-income and student subscriptions are available for \$18 per year.

Bulk subscriptions for office and educational settings are available for **\$21 per subscription/ per year**.

DONATIONS:

Donations help support our ongoing programs, maintenance, and improvement. For example, \$20 per year supports a low-income subscription and \$500 per year supports a free community newsstand.

Actual size G2 - Biz card ad, 3 3/8" W x 1 7/8" H

DIRECTORY OF ORGANIZATIONS LISTINGS:

Increase your organization's visibility and accessibility by including a listing in our quarterly-printed pull-out and always-online consumer resource directory.

Publication Date: In the first month of each quarterly *Access Press* print edition and online year-round.

Basic Listing Content:

Quarterly Print Version: organization name, telephone/TTY number, and website or e-mail address.

Web Version: organization name, telephone/TTY number, website or e-mail address hyperlink, and a 35-word description of the offerings you provide.

Basic Listing Price: **\$60/year** for an initial category listing and **\$35/year** for each additional category listing.

We'd love to hear from you! All questions and inquiries can be directed to us at:

Office: (651) 644-2133

Fax: (651) 644-2136

General Email:

access@accesspress.org

Advertising Email:

Michelle@accesspress.org

Michelle's Direct Line:

(612) 807-1078

Access Press Office:

161 St. Anthony Ave., Ste 910

Saint Paul, MN 55103

Actual size D4 - Eighth page ad, 6 13/16" W x 2 3/4" H

TERMS

Account Billing:

Monthly invoices are due upon receipt. Ads cannot be published for overdue accounts.

Political campaign and certain other ads will need to be prepaid.

Right of Refusal:

Access Press reserves the right to refuse content.

WEB ADVERTISING:

For the main Access Press website, or our blog series, Access Press Unbound*

Cost: \$100/month

SPONSORSHIP:

Ensure future Access Press news and information distribution is readily available to the disability & aging community. Newspaper Issue sponsorships are available for \$3750/month or \$2000/month. Please contact Michelle at michelle@accesspress.org for more information.

Actual size E4 - Twelfth page ad, 6 3/16" W x 1 7/8" H

Actual size C4 - Quarter page ad, 6 3/16" W x 5 5/8" H

Artwork Specifications - In order to ensure the highest quality, all artwork must be submitted electronically via e-mail or compact disc and be ready for press. PDF files generated for "press quality" require embedded fonts

Month

February 2018 -

March 2018 -

April 2018 -

May 2018 -

June 2018 -

July 2018 -

August 2018 -

September 2018 -

October 2018 -

November 2018 -

December 2018 -

January 2019 -

Deadline

Thurs, January 25, 2018

Fri. February 23, 2018

Fri. March 24, 2018

Wed. April 25, 2018

Fri. May 25, 2018

Mon. June 25, 2018

Wed. July 25, 2018

Fri. August 24, 2018

Tues. September 25, 2018

Thurs. October 25, 2018

Thurs. November 27, 2018

Wed. December 26, 2018

If you'd like to add **COLOR - \$6 per column inch**

Black & White Display Advertising Rates (for Contracts through December 2018 Issue)

Type	Ref.	Dimensions	Non-contract	Contract Duration (Months)			
			1	3	6	12	
Full Page (91-1/2 Column Inches)	A	10-3/8" W x 15-1/4" H	\$ 2,565.02	\$ 1961.46	\$ 1700.86	\$ 1385.38	
Half (1/2) Page (45-3/4 Column Inches)							
Vertical Wide	B6	10-3/8" W x 7-13/16" H	1,635.90	1250.98	1084.78	883.55	
Quarter (1/4) Page (22-7/8 Column Inches)							
Vertical Strip	C2	3-5/16" W x 11-3/8" H	905.70	692.60	600.57	489.18	
Square	C3	6 7/8" W x 5 5/8" H					
Vertical Banner	C4	3-3/4" W x 10-3/8" H					
Square	C6	6-3/16" W x 5-5/8" H					
Eighth (1/8) Page (11-3/8 Column Inches)							
Vertical Banner	D2	3-5/16" W x 5-5/8" H	472.75	361.51	313.47	255.34	
Square	D3	5 1/8" x 3 3/4" H					
Horizontal Banner	D4	6-13/16" W x 2-3/4" H					
Horizontal Strip	D5	10-3/8" W x 1-7/8" H					
Twelfth (1/12) Page (7-5/8 Column Inches)							
Vertical	E2	3-5/16" W x 3-3/4" H	320.62	245.19	212.61	173.17	
Horizontal	E4	6-3/16" W x 1-7/8" H					
Sixteenth (1/16) Page (5-5/8 Column Inches)							
Square	F2	3-5/16" W x 2-3/4" H	238.72	182.55	158.29	128.90	
Business Card (3-3/4 Column Inches)							
Horizontal	G2	3-3/8" W x 1-7/8" H	161.48	123.49	107.08	87.21	