

2022 Partner Pricing

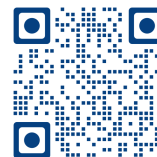
Annual Marketing Programs to Attract Groups (12 months each) • Based on Start/End Dates During the Year

PARTNER PROGRAM CHOICES...	DIGITAL PARTNER 1	DIGITAL PARTNER 2	FULL PARTNER	PREMIUM PARTNER	ALA CARTE ANNUAL PRICING																																																																	
PRICING... Monthly Credit Card Autopay or Single Annual Payment	\$45/mth or \$495 (1 pymt)	\$65/mth or \$695 (1 pymt)	\$165/mth or \$1895 (1 pymt)	\$190/mth or \$2195 - (1 pymt)	<table border="1"> <thead> <tr> <th></th> <th>Retail</th> <th>Partner</th> </tr> </thead> <tbody> <tr> <td>Website only</td> <td>\$395</td> <td>Included</td> </tr> <tr> <td>Email/SM - 1 time in one co-op Alert</td> <td>\$95</td> <td>\$65</td> </tr> <tr> <td>Email/SM - 1/month for 12 months</td> <td>\$695</td> <td>\$495</td> </tr> <tr> <td>Exclusive Email Alert/SM - 1 time</td> <td>\$495</td> <td>\$295</td> </tr> <tr> <td>EXPO - One Exhibit Space</td> <td>\$395</td> <td>\$345</td> </tr> <tr> <td>SRF - One Exhibit Space</td> <td>\$395</td> <td>\$345</td> </tr> <tr> <td>Guide - 1/2 page standard ad</td> <td>\$750</td> <td>\$495</td> </tr> <tr> <td>Guide - Full page standard ad</td> <td>\$1275</td> <td>\$795</td> </tr> <tr> <td>Guides - 2 page spread</td> <td>\$1995</td> <td>\$1595</td> </tr> <tr> <td>Guide - Front Cover</td> <td>\$2500</td> <td>\$1995</td> </tr> <tr> <td>Guide - Full page premium ad</td> <td>\$1775</td> <td>\$1295</td> </tr> <tr> <td colspan="3">Select positions, IFC, Pg 3, IBC, Pg facing IBC, BC</td> </tr> <tr> <td>PR Broadcast - One time</td> <td>\$395</td> <td>\$195</td> </tr> <tr> <td>PR Broadcast - 3 over 12 months</td> <td>\$495</td> <td>\$295</td> </tr> <tr> <td>PR Broadcast - 6 over 12 months</td> <td>\$695</td> <td>\$495</td> </tr> <tr> <td>Writing Services per Blog Article</td> <td>\$325</td> <td>\$195</td> </tr> <tr> <td>Design Services per Hour</td> <td>\$65</td> <td>\$45</td> </tr> <tr> <td colspan="3">WEBSITE ADS</td> </tr> <tr> <td>Homepage Banner Ad</td> <td>\$195</td> <td>\$95</td> </tr> <tr> <td>Sidebar Ad - per position</td> <td>\$195</td> <td>\$95</td> </tr> </tbody> </table>				Retail	Partner	Website only	\$395	Included	Email/SM - 1 time in one co-op Alert	\$95	\$65	Email/SM - 1/month for 12 months	\$695	\$495	Exclusive Email Alert/SM - 1 time	\$495	\$295	EXPO - One Exhibit Space	\$395	\$345	SRF - One Exhibit Space	\$395	\$345	Guide - 1/2 page standard ad	\$750	\$495	Guide - Full page standard ad	\$1275	\$795	Guides - 2 page spread	\$1995	\$1595	Guide - Front Cover	\$2500	\$1995	Guide - Full page premium ad	\$1775	\$1295	Select positions, IFC, Pg 3, IBC, Pg facing IBC, BC			PR Broadcast - One time	\$395	\$195	PR Broadcast - 3 over 12 months	\$495	\$295	PR Broadcast - 6 over 12 months	\$695	\$495	Writing Services per Blog Article	\$325	\$195	Design Services per Hour	\$65	\$45	WEBSITE ADS			Homepage Banner Ad	\$195	\$95	Sidebar Ad - per position	\$195	\$95
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ENGAGEMENT ENERGY LEVEL • 1-10	5-6	7-8	9	10																																																																		
1. WEBSITE - The Library MNFieldTripLibrary.org - 200,000 views a year	X	X	X	X																																																																		
Partner Webpage Pics, Contact Info, Map, Links, Videos, Menu	X	X	X	X																																																																		
Special Webpages / Blog Posts Camps, Fundraising, Virtual, Blog Posts, Drawings	X	X	X	X																																																																		
The BIG Directory Linked to Partner Webpage	X	X	X	X																																																																		
2. EMAIL / SOCIAL MEDIA MARKETING Monthly Emails & Social Media Posts to 7 group markets	X 1 / Mth + S.M.	X 2 / Mth + S.M.	X 3 / Mth + S.M.	X 5 / Mth + S.M.																																																																		
3. GUIDE ADVERTISING MN Field Trip & Activity Guide - Print / Digital / Video			X Full Pg Standard	X Full Pg Standard																																																																		
4. EXPOS • In Person • Annual EXPO (August) / Summer Resource Fair (January)			X One: EXPO or SRF	X EXPO and SRF																																																																		
5. PR NEWS EMAILS 350 MN Newspaper, TV, Radio & Internet News Outlets		X 1 News Release	X 3 News Releases	X 6 News Releases																																																																		

For questions, please contact at **Jo Ann Huebsch** at 763-402-0849 / joann@mnfieldtriplibrary.org or Mark Peterson at 612-518-8353 / mark@MNFieldTripLibrary.org



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