



***MnCareers* Sponsorship Program**

In order to foster partnerships, widen distribution and offset production costs, *MnCareers* is proposing a sponsorship program.

Sponsorship is offered in tiers. Each tier offers various promotional options on the Web, in print and in outreach activities. Partnerships formed prior to *MnCareers* annual publishing deadline (June) can include relevant content in the publication.

\$5,000 Sponsorship

- Sponsorship acknowledgement on *MnCareers* Web site

MNCAREERS-CONTENT FOCUSED

- Targeted content distributed via *MnCareers* listserv (2x year)
- 2-color 1/2 page in *MnCareers*, placed near relevant content (annual distribution in fall)
- One-page brochure or insert in boxes of *MnCareers* (produced by sponsor)

OR *CUSTOMIZED-PUBLICATION FOCUSED*

- Targeted content distributed via *MnCareers* listserv (4x year)
- Up to three content pages on *MnCareers* Web site (publication date TBD)
- Banner ad on multiple pages of *MnCareers* Web site (3 months)

\$15,000 Sponsorship

- Sponsorship acknowledgement on *MnCareers* Web site
- Targeted content distributed via *MnCareers* listserv (4x year)
- Banner ad on multiple pages of *MnCareers* Web site (3 months)

MNCAREERS-CONTENT FOCUSED

- One 4-color full page on inside front or inside back cover of *MnCareers* (annual distribution in fall)
- One-page brochure or insert in boxes of *MnCareers* (produced by sponsor)
- Up to three content pages on *MnCareers* Web site
- 500 copies of *MnCareers* for distribution by sponsor (\$2.50/each for additional copies, annual distribution in fall)

OR *CUSTOMIZED-PUBLICATION FOCUSED*

- Custom 2-to-6-page career exploration material or publication highlighting specific industry or career exploration topic (ex: job search posters, handouts for job clubs) to be produced by *MnCareers* and distributed by *MnCareers* and sponsor (publication date TBD)
- Up to six content pages on *MnCareers* Web site

\$25,000 Sponsorship

- Sponsorship acknowledgement on *MnCareers* Web site
- Targeted content distributed via *MnCareers* listserv (4x year)
- Banner ad on multiple pages of *MnCareers* Web site (6 months)
- Mini-portal of up to 15 static pages on *MnCareers* with content highlighting designated industry or career exploration topic (ex: career profiles of medical personnel; how to prepare for a career in renewable energy; the value of apprenticeship, etc.). Dynamic or additional pages to be negotiated.
- Co-host career or education event with *MnCareers* (*MnCareers* to match costs up to \$2,000)
- Content featured in ISEEK front page spotlight link (2 months)

MNCAREERS-CONTENT FOCUSED

- 4-color full page on inside front or inside back cover of *MnCareers* (annual distribution in fall)
- One-page brochure or insert in boxes of *MnCareers* (produced by sponsor)
- 1,000 copies of *MnCareers* for distribution by sponsor (\$2.50/each for additional copies, annual distribution in fall)

OR *CUSTOMIZED-PUBLICATION FOCUSED*

- Custom 8-to-16 page publication highlighting specific industry or career exploration topic, or multiple career exploration materials (ex: job search posters, handouts for job clubs) to be distributed by *MnCareers* and sponsor (publication date TBD)

MnCareers will provide sponsors with measures to assess the number of impressions and referrals associated with each activity.

Content generated by sponsors is subject to review by *MnCareers* for appropriateness and consistency with publishing guidelines.

For questions, please contact:

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