

MAPA Advertising Opportunities

Website Options

The screenshot shows the MAPA website homepage with several advertising spots:

- Home Page Short Banner:** A banner for the "7th Annual MAPA Golf Outing" on Monday, August 10, 2020, at Bunker Hills Golf Club, featuring "Sponsor Opportunities".
- Home Page Footer Long Banner:** A large banner at the bottom of the page containing the MAPA logo, mission statement, quicklinks, and social media icons.
- Partner Showcase:** A section titled "Partner Showcase" with a placeholder for an advertisement.
- Large Ad Footer:** A blue banner at the bottom of the page.
- Stays in Place:** A section titled "STAY IN PLACE" with "COVID-19 RESOURCES" and "THANK YOU, MAPA MEMBERS, FOR CONTRIBUTING TO THIS SURVEY."
- Short Banners A and B:** Two blue banners labeled "SHORT BANNER A" and "SHORT BANNER B".
- Calendar and News:** A "Calendar" section listing events like the "7th Annual MAPA Golf Outing" and "64th Annual MN Asphalt Construction & Quality Workshop".
- Tweets:** A "Tweets by @MNAshphalt" section showing a tweet from MN Asphalt Assoc. thanking postal workers.

Website Option Details

Home Page Short Banner:

3 Months = \$500
 (max of 2 ads per quarter)
 Size 400px (w) x 100px (h)

Home Page Footer Long Banner:

3 Months = \$1000
 (max of 1 ad per quarter)
 Size 900px (w) x 150px (h)

Newsletter Options

(online version)

The screenshot shows the online version of the MAPA newsletter with the following sections:

- Header:** MAPA logo and "Minnesota Asphalt Pavement Association".
- JUNE ENEWS 2020:** A section for the current issue.
- TOPICS INCLUDE:**
 - 7th Annual MAPA Golf Outing
 - Transportation Funding Sustained
- UPCOMING EVENTS:**
 - 8/10/2020 - 10:30am-7pm: 7th Annual MAPA Golf Outing
- MAPA MEMBER TESTS NEW WAVED PAVER SCREEN:** An article snippet about a new paver screen technology.
- Partner Showcase:** A section for partner advertisements.
- Large Ad Footer:** A blue banner at the bottom of the newsletter.

(email version)

The screenshot shows the email version of the MAPA newsletter with the following sections:

- Header:** MAPA logo and "Minnesota Asphalt Pavement Association".
- June 2020 Enews:** A section for the current issue.
- VIEW FULL ISSUE ONLINE:** A button to view the full issue.
- IN THIS ISSUE:**
 - 7th Annual MAPA Golf Outing: Join us on August 10th for MAPA's 7th Annual Golf Outing. [LEARN MORE](#)
- UPCOMING EVENTS:**
 - 8/10/2020 - 10:30am-7pm: 7th Annual MAPA Golf Outing
 - 9/2/2020 - 9-5pm (Rescheduled): Dig, Pave, and Drive to the Top (Golf)
 - 9/22/2020 - Noon-5pm (Tentative): 2020 MAPA Sporting Clays Shoot
- Large Ad Footer:** A blue banner at the bottom of the newsletter.
- Social Media:** Icons for Facebook, Twitter, Instagram, and LinkedIn.

Newsletter Option Details

Large Ad Footer Banner:

1 Month = \$1000
 (max of 1 ad per month)
 10% discount for 12 month commitment
 Size 550px (w) x 150px (h)

Partner Showcase:

1 Month = \$1500
 (max of 1 ad per month)

Companies are encouraged to submit content to be valuable and educational for MAPA members to promote engagement. 200 word limit with images in jpg format preferred.