

To connect with customers, turn to the *Source*!

Connect with new and existing customers by advertising in *Source*, Midwest Assistance Program, Inc.'s premier publication designed especially for the audience you want to reach.

Our clients are your customers

MAP is a community-development organization dedicated to serving rural and tribal communities in Iowa, Kansas, Minnesota, Missouri, Montana, Nebraska, North Dakota, South Dakota and Wyoming. With broad knowledge and technical expertise, our resource development advisors help our clients improve their environment, quality of life and achieve self sustainability.

MAP's projects in nearly 1,000 communities focus on:

- **Infrastructure:** improving and developing drinking water, wastewater, solid waste management and recycling systems.
- **Housing:** assessing housing stock, locating funding sources, developing programs to provide housing that's affordable and well maintained.
- **Aging:** assessing solutions to enrich the lives of seniors and develop new business opportunities to provide services for them.
- **Technology:** helping communities "plug in" to technologies including broadband, as well as adopting or developing sustainable energy alternatives.
- **Enterprise development:** analyzing needs and seeking options for business expansion.



The buying power of these communities for construction, equipment, supplies, services and more averages \$52 million per year!

Source is:

- 8+ pages of in-depth information and lively analysis of issues facing small rural communities and tribal nations
- Full-color, quarterly publication
- Targeted to over 10,000 clients in nine states

Call 952-758-4334 and find out how to connect with customers by advertising in *Source*!

Ad rates and information on back.



Advertising rates
(based on placing one ad per issue)

Ad size

	Total cost per ad			
	1 issue	2 issues	3 issues	4 issues (full year)
Full page	\$2,300	\$4,600	\$6,450	\$8,000
Half page	\$1,300	\$2,600	\$3,450	\$4,000
1/4 page	\$800	\$1,600	\$1,950	\$2,000
1/8 page	\$400	\$800	\$925	\$1,000

Rates cover 4-color process printing.

Advertising requirements:

- Camera-ready high-resolution electronic files.
- Printing is four-color process.
- Gray scale files will print as gray scale.
- The following file formats are acceptable:
JPEG, Tiff, EPS and PDF.

Ad sizes:

Full page: 7.25" w x 10" h

Half page: 7.25" w x 4.5" h

1/4 page: 3.5" w x 4.5" h

1/8 page: business-card size, 3.5" w x 2" h

Ad reservation deadline:

4 weeks before publication date.

Final ad:

2 weeks before publication date.

Custom ads:

The *Source* creative team will create a custom ad for you using your provided logo, copy and photograph.

Talk to our ad representative or visit our Web site for ad deadlines, custom ad rates and requirements.



Midwest Assistance Program
SM
serving rural communities since 1979
RCAP NETWORK MEMBER

Turn to the Source!

In recent issues, *Source* has addressed:

- Economic development and ways communities have spurred housing and commercial growth by improving their water systems.
- The need for high-speed broadband connections in rural America and how legislators, foundations and MAP are working to meet that need.



- How communities and tribal nations are managing their solid waste and developing innovative programs for recycling.

All of these projects required a host of services from surveying to engineering to equipment to financing. To connect with these customers, advertise in *Source*.

Midwest Assistance Program, Inc. (MAP)
phone 952-758-4334 / 800-822-2981 • fax 952-758-4336 / 800-640-2342
email map@map-inc.org • www.map-inc.org
Central Office:
P.O. Box 81 • 212 Lady Slipper Avenue, NE • New Prague, MN 56071-0081

