

# 2010-2011 RATE CARD

## Gopher Magazine and Jaycee Event Programs



With over 80 chapters throughout the state, the Minnesota Jaycees make a difference in communities both large and small. The Jaycees raise millions of dollars for local charities as well as provide an influx of young civic leaders and visionaries who work to stimulate community growth and development. The average age of Jaycee men and women is 18 to 40-years-old.

Northern Exposure Media Sales is proud to represent the state Jaycee organization in soliciting advertising dollars to support their member magazine and event programs. By marketing your business to this important demographic audience, your advertising message not only reaches young leaders who play a significant role in the development of their communities, it also highlights your support of the Jaycees.

The *Gopher* magazine is a quarterly publication that goes out to all members of the organization. It provides important information and business updates. In addition to the *Gopher*, businesses have the opportunity to advertise in Jaycee event programs for member meetings held around Minnesota. Whether it be the annual convention or the award celebration honoring Ten Outstanding Young Minnesotans (TOYM) and Outstanding Young Farmers, these events draw people from all regions of the state.

For more information about the organization, visit their website at [www.mnjaycees.org](http://www.mnjaycees.org).

### Gopher Magazine:

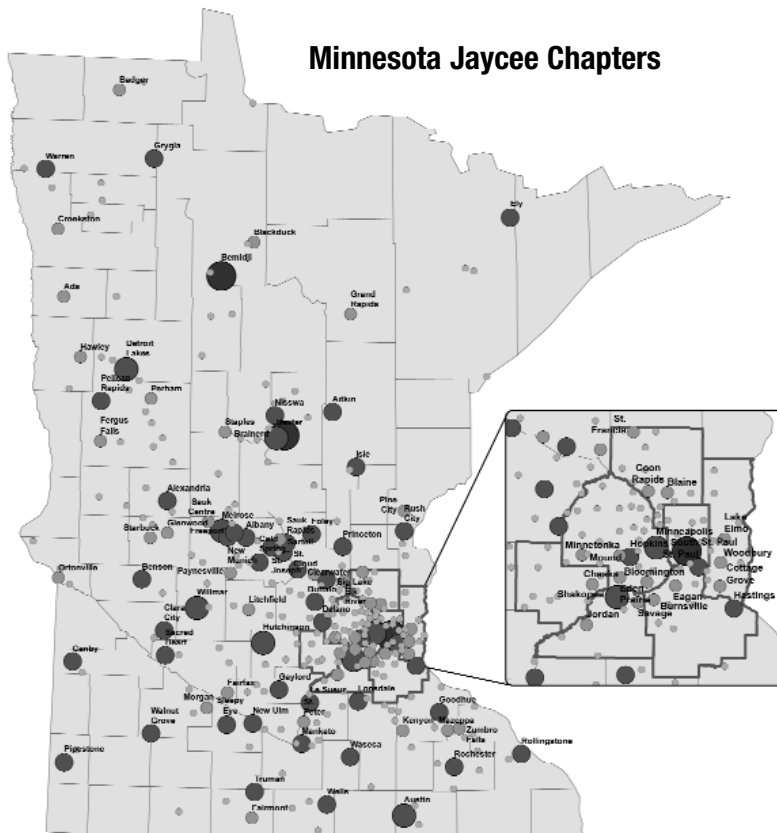
The *Gopher* is the official quarterly magazine of the Minnesota Jaycees.

#### Publication Dates:

August 2010 • November 2010 • February 2011 • April 2011

### Jaycee Event Programs:

Throughout the year the Jaycees conduct member meetings in cities around the state. Events are held at local hotels, conference centers, and resorts and bring Jaycees from all regions to the host community.



### 2010-2011 Events:

#### 2010 Fall All-State

September 10-12, 2010  
Willmar Holiday Inn and Conference Center

#### 2010 Ten Outstanding Young Minnesotans (TOYM) Awards Ceremony

December 4, 2010  
TBD

#### 2011 Annual Convention

January 27-29, 2011  
Radisson Plymouth Hotel and Conference Center

#### 2011 Spring All-State

May 13-15, 2011  
Arrowwood Resort and Conference Center  
Alexandria

For more advertising information, contact Northern Exposure Media Sales & Marketing

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**ADVERTISING RATES AND SIZES FOR MINNESOTA JAYCEES *GOPHER* MAGAZINE AND EVENT PROGRAMS**

**$\frac{1}{16}$  PAGE • \$82.00**

$3\frac{3}{8}$ " X  $\frac{15}{16}$ "

**$\frac{1}{6}$  PAGE • \$125.00**

$3\frac{3}{8}$ " X  $3\frac{7}{16}$ "

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