

MIND MATTERS

Each edition of our quarterly magazine, *Mind Matters*, is mailed to over **20,000 households**, professionals and organizations. The magazine targets consumers, families and professionals including discharge planners, neuropsychologists, medical staff, county case managers, teachers and vocational rehabilitation specialists.

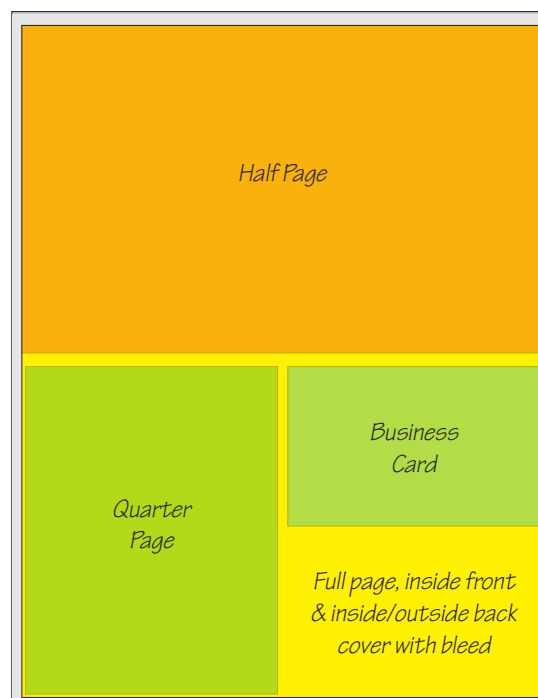
Each issue addresses a topic relating to brain injury, e.g. Sports Concussions, Domestic Violence and Fall Prevention.

Full-color advertisements are available in business card size up to a full page ad.



2014 Deadlines		
Edition	Publication	Ad Deadline
Spring 2014	March 2014	January 31, 2014
Summer 2014	June 2014	May 1, 2014
Fall 2014	September 2014	August 1, 2014
Winter 2014	December 2014	October 31, 2014

Ad Size and Pricing		4 issues	1 Issue
Ad	Ad Size	Cost	
Full Page Inside front, Inside back or Outside back Cover	8.75" w x 11.25" h includes .125" bleed	\$6,200	\$2,200
Half Page	7.75" w x 4.875" h	\$3,900	\$1,200
Quarter Page	3.75" w x 4.875" h	\$2,400	\$750
Business Card	3.75" w x 2.375" h	\$900	\$400



WALK FOR THOUGHT



Become a part of the Minnesota Brain Injury Alliance's largest, most popular and highly attended event. **The Walk for Thought takes place in St. Paul, St. Cloud, Rochester and Duluth** and has received media coverage by KARE-11, WCCO-TV and Radio, FOX-9, FSNorth, KFAN & KOOL-108.



Sponsorships range from Bronze Level Sponsors to Premier Event Sponsors. All

sponsors are recognized on Walk T-shirts and marketing materials. Placement on signage, the Alliance website and other promotional materials vary with sponsorship commitment.

Sponsoring the Walk for Thought is a great way to promote your organization's name and mission by partnering with a popular and worthwhile cause.



EVENT \$10,000	DIAMOND \$5,000	GOLD \$2,500	SILVER \$1,000	BRONZE \$500
VIP Sponsor Table				
Recognition during program				
Ad, link and logo on WFT webpage	Link and logo on WFT webpage	Link and logo on WFT webpage	Logo on WFT webpage	
Prime-tier Logo placement on t-shirts, posters, registration materials, signage	Top-tier Logo placement on t-shirts, posters, registration materials, signage	Mid-tier Logo placement on t-shirts, posters, registration materials, signage	Mid-tier Logo placement on t-shirts, posters, registration materials, signage	Bottom-tier Name placement on t-shirts, posters, registration materials, signage
Recognition in <i>Mind Matters</i>	Recognition in <i>Mind Matters</i>	Recognition in <i>Mind Matters</i>	Recognition in <i>Mind Matters</i>	Recognition in <i>Mind Matters</i>
Five T-shirts	Four T-shirts	Three T-shirts	Two T-shirts	Two T-shirts

ANNUAL CONFERENCE

The Annual Conference is the Minnesota Brain Injury Alliance's largest gathering of brain injury professionals with 600+ professionals attending over a two-day period providing your organization with the increased visibility you value.

29th Annual Conference

for Professionals
in Brain Injury
Celebrating the
Journey



All sponsorships include recognition in Conference materials, exhibit space and a complimentary registration and lunch. Higher levels offer preferential exhibit space, prime placement in promotional materials and a named room at the Conference.

The 29th Annual Conference for Professionals in Brain Injury will be held on April 10-11, 2014, at the Earle Brown Heritage Center in Brooklyn Center.

DIAMOND \$2,750 (limit 2)	GOLD \$1,650	SILVER \$950	BRONZE \$500
Keynote speaker introduction			
Logo on carry-all bag			
Named conference room (limited number)	Named conference room (limited number)		
Logo on Conference banner	Logo on Conference banner		
Full-page ad inside and logo on cover of Conference Magazine	Half-page ad inside and logo on cover of Conference Magazine	Quarter-page ad inside Conference Magazine	
Free Consumer and Family Conference vendor booth	Free Consumer and Family Conference vendor booth	Free Consumer and Family Conference vendor booth	
Logo inside and on cover of Registration Brochure	Name inside and on cover of Registration Brochure	Name inside Registration Brochure	Name inside Registration Brochure
Prime booth location	Prime booth location	Preferential booth location	General booth location
Four free registrations	Two free registrations	One free registration	One free registration
Logo and link on Conference webpage	Logo and link on Conference webpage	Logo on Conference webpage	Name on Conference webpage

CONSUMER & FAMILY CONFERENCE

Brain injury affects the whole person – including physical, emotional and cognitive changes. The road can seem long and insurmountable. For this reason, we offer a conference to share information, offer support and provide valuable

solutions for individuals and their families.

Exhibit your business at one of our two Consumer and Family Conferences and gain exposure to families and individuals affected by brain injury.



EVENT \$300	GENERAL \$100
Keynote speaker introduction	
Logo on conference schedule	
Logo and link on conference webpage	
Vendor table	Vendor table
Complimentary snacks and beverages	Complimentary snacks and beverages

CONSUMER GUIDE

The *Minnesota Brain Injury Alliance Consumer Guide* is offered as a tool to empower individuals with brain injury, their families, and loved ones with information they can use to access support systems and services, and to increase the effectiveness of available resources.

The Consumer Guide is distributed free-of-charge at the time of discharge from acute care, at rehabilitation facilities, hospitals, as well as given directly to consumers by the Minnesota Brain Injury Alliance.

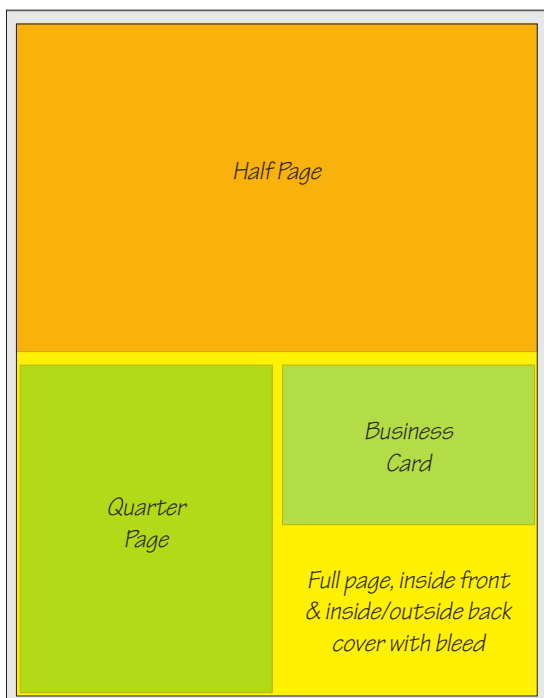
Minnesota Brain Injury Alliance



MINNESOTA
Brain Injury
Alliance

CONSUMER GUIDE

CONSUMER GUIDE PACKAGES	DIAMOND \$4,400	GOLD \$3,000	SECTION SPONSOR \$2,000	FULL PAGE \$1,100	HALF PAGE \$650	QUARTER PAGE \$400	BUSINESS CARD \$250	BASIC EXTENDED LISTING \$125	BASIC LISTING \$75
Full-Page ad on outside back cover	•								
Full-Page ad on inside front or back cover (1 of each avail.)		•							
Full-Page ad in White Pages	•	•	•						
Full-Page ad in Yellow Pages	•	•	•	•					
Half-Page ad in Yellow Pages					•				
Quarter-Page ad in Yellow Pages						•			
Business Card ad in Yellow Pages							•		
Name, phone, address, web address and 25-word description	•	•	•					•	
Name, phone and web address				•	•	•	•		•



See order form for online advertising opportunities

Ad	Ad Size
Full Page (CMYK) Outside Back Cover	8.5" w x 11" h includes .125" bleed
Full Page (CMYK) Inside Front / Back Cover	8.5" w x 11" h includes .125" bleed
Full Page (Greyscale) White Pages / Yellow Pages	8.5" w x 10" h
Half Page (Greyscale)	7.75" w x 4.875" h
Quarter Page (Greyscale)	3.75" w x 4.875" h
Business Card (Greyscale)	3.75" w x 2.375" h
Basic Extended Listing	Name, phone, website, address, 25-word description
Basic Listing	Name, phone, website

STROKE MATTERS

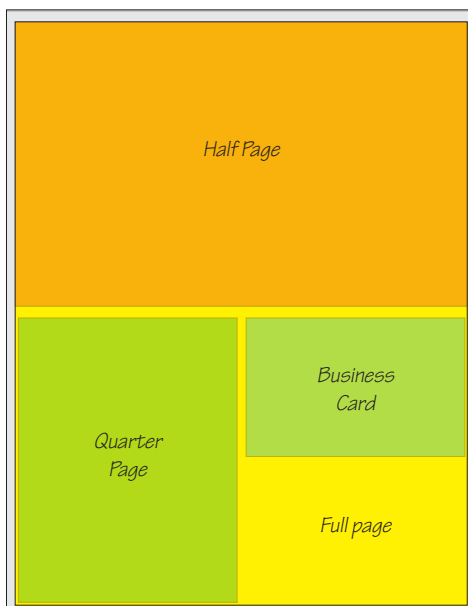
Each edition of *Stroke Matters* is mailed to over **5,000 households**, professionals and organizations. The magazine targets consumers, families and professionals including discharge planners, medical staff, care coordinators, teachers and vocational rehabilitation specialists. Each issue also features a profile of a Minnesota stroke survivor, illustrating that stroke does not merely affect the senior population.

Two-color advertisements are available in quarter-page size up to a full-page ad.



2014 Deadlines		
Edition	Publication	Ad Deadline
Spring/Summer 2014	May 2014	April 4, 2014
Fall/Winter 2014	November 2014	October 1, 2014

Ad Size and Pricing		
Ad	Ad Size	Cost (1 issue)
Full Page Outside Back Cover	8.75" w x 11.75" h	\$1,000
Half Page	7.75" w x 4.875" h	\$600
Quarter Page	3.75" w x 4.875" h	\$350
Business Card	3.75" w x 2.375" h	\$100

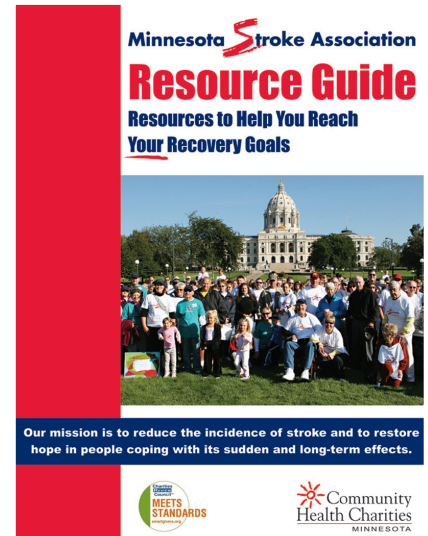


RESOURCE GUIDE

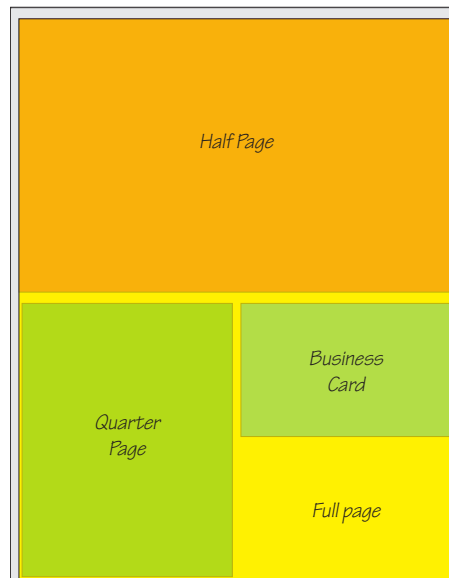
The *Minnesota Stroke Association Resource Guide* is offered as a tool to empower individuals that have sustained a stroke, their families, and loved ones with information they can use to access support systems and services, and to increase the effectiveness of available resources.

The *Resource Guide* is distributed free of charge to:

- Hospitals, resource centers, clinics
- Persons that have sustained stroke and their families
- Professionals and paraprofessionals
- Conferences and health fairs
- Multicultural program partners



Ad Size and Pricing		
Ad	Ad Size	Cost
Full Page (CMYK) Outside Back Cover	8.75" w x 11.25" h includes .125" bleed	\$2,000
Full Page (CMYK) Inside Front / Back Cover	8.75" w x 11.25" h includes .125" bleed	\$1,200
Full Page (Greyscale) White Pages / Yellow Pages	8.5" w x 10" h	\$700
Half Page (Greyscale)	7.75" w x 4.875" h	\$500
Quarter Page (Greyscale)	3.75" w x 4.875" h	\$300
Business Card (Greyscale)	3.75" w x 2.375" h	\$200
Basic Extended Listing	Name, phone, website, address, 25-word description	\$100
Basic Listing	Name, phone, website	\$50



STRIDES FOR STROKE



The Minnesota Stroke Association has been walking for stroke awareness and Association services for over ten years!



Sponsorship in the annual Strides for Stroke provides valuable marketing opportunities along with the satisfaction of knowing your support allows MSA to continue

offering education, prevention and support programs to individuals touched by stroke, one of our nation's largest and most serious health concerns.

Strides for Stroke sponsorship will enable your organization to reach a growing population in need of services.

Sponsorships range from Bronze Level Sponsors to Premier Event Sponsors. All sponsors are recognized on Strides for Stroke T-shirts and marketing materials. Placement on signage, the Association website and other promotional materials vary with sponsorship commitment.



EVENT \$5,000	DIAMOND \$2,500	GOLD \$1,000	SILVER \$500	BRONZE \$250
VIP Sponsor Table				
Recognition during program				
Ad, link and logo on SFS webpage	Link and logo on SFS webpage	Link and logo on SFS webpage	Logo on SFS webpage	
Prime-tier Logo placement on T-shirts, posters, registration materials, signage	Top-tier Logo placement on T-shirts, posters, registration materials, signage	Mid-tier Logo placement on T-shirts, posters, registration materials, signage	Mid-tier Logo placement on T-shirts, posters, registration materials, signage	Bottom-tier Name placement on T-shirts, posters, registration materials, signage
Recognition in <i>Stroke Matters</i>	Recognition in <i>Stroke Matters</i>	Recognition in <i>Stroke Matters</i>	Recognition in <i>Stroke Matters</i>	Recognition in <i>Stroke Matters</i>
Five T-shirts	Four T-shirts	Three t-shirts	Two T-shirts	Two T-shirts



ORDER FORM

<i>Mind Matters</i>		Rate	Your Cost
Full-Page	Four issues	\$6,200	_____
	One issue	\$2,200	_____
Half-Page	Four issues	\$3,900	_____
	One issue	\$1,200	_____
Quarter-Page	Four issues	\$2,400	_____
	One issue	\$750	_____
Business Card	Four issues	\$900	_____
	One issue	\$400	_____

2014 Annual Conference	Rate	Your Cost
Diamond	\$2,750	_____
Gold	\$1,650	_____
Silver	\$950	_____
Bronze	\$500	_____

All Silver Level & higher Annual Conference sponsorships include one FREE exhibitor space at a Consumer and Family Conference (value \$100).
Space is limited! Commit early!

2014 Consumer Family Conference		Rate	Your Cost
General Vendor	Spring	\$100	_____
	Fall		
Event Sponsor	Spring	\$300	_____
	Fall		

Minnesota Brain Injury Alliance	Total	_____
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Minnesota Stroke Association

<i>Stroke Matters</i>		Rate	Your Cost
Full-Page	One issue	\$1,000	_____
Half-page	One issue	\$600	_____
Quarter-page	One issue	\$350	_____
Business Card	One issue	\$100	_____

2014 Resource Guide	Rate	Your Cost
Full-Page Back Cover	\$2,000	_____
Full-Page Inside Cover	\$1,200	_____
Full-Page	\$700	_____
Half-Page	\$500	_____
Quarter-Page	\$300	_____
Business Card	\$200	_____
Basic Extended Listing	\$100	_____
Basic Listing	\$50	_____

Resource Guide Section Desired: _____

2014 Strides for Stroke	Rate	Your Cost
Event	\$5,000	_____
Diamond	\$2,500	_____
Gold	\$1,000	_____
Silver	\$500	_____
Bronze	\$250	_____

Web site Front Page Sponsorship	Rate	Your Cost
6 Months	\$6,300	_____
12 Months	\$12,000	_____

Minnesota Stroke Association	Total	_____
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Promotional pricing is available for packages that total \$8,000 and above. Please contact the Development Manager at 612-378-2742 or 800-669-6442 for details.

2014 Consumer Guide		Rate	Your Cost
Diamond Package	ONE AVAILABLE!	\$4,400	_____
Gold Package	TWO AVAILABLE!	\$3,000	_____
Section Sponsor		\$2,000	_____
Full-Page	Yellow Pages, Basic Plus listing	\$1,100	_____
Half-Page	Yellow Pages, Basic Plus listing	\$650	_____
Quarter-Page	Yellow Pages, Basic Plus listing	\$400	_____
Business Card	Yellow Pages, Basic Plus listing	\$250	_____
Basic Extended Listing	Name, phone, address, website, 25-word description	\$125	_____
Basic Listing	Name, phone, Web site	\$75	_____

Consumer Guide Section Desired: _____

Consumer Guide Online	Rate	Length of Time	Your Cost
Online Ad Only	\$500	1 Year	_____
Online Bundle (with print version ads only)	\$300	1 Year	_____

2014 Walk for Thought	Rate	Your Cost
Event	\$10,000	_____
Diamond	\$5,000	_____
Gold	\$2,500	_____
Silver	\$1,000	_____
Bronze	\$500	_____

Web site Front Page Sponsorship	Rate	Your Cost
6 Months	\$6,300	_____
12 Months	\$12,000	_____

BILLING INFORMATION

Organization information *as you wish it to appear in publications:*

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Web site: _____ Phone: _____ Fax: _____

Billing Information

Billing Organization Name: _____

Billing Contact Name: _____

Billing Address: _____

Billing City: _____ State: _____ Zip: _____

E-mail: _____ Phone: _____ Fax: _____

Preferred Method of Payment:

Bill Me Check Enclosed Visa Mastercard

Card Number: _____

Name on Card: _____ Expiration Date: _____

Card Billing Address if different from above: _____

*Note: payments can be set up on a monthly, quarterly, or annual basis if requested.

Additional advertising rates may be available to Corporate Members; contact Sue McGuigan, Development Manager, by calling 612-378-2742 or 800-669-6442 for details.

All ads are black and white unless color is specified.

Exclusive options go to the first to sign up.

To be included in any printed materials, it is your responsibility to provide logos and ad copy as requested.

Please send your order form to:

Minnesota Brain Injury Alliance/Minnesota Stroke Association

Attn: Development

2277 Highway 36 West, Suite 200

Roseville, MN 55113-3830

You may also fax your order form to: 612-378-2789.