


# BECOME AN ADVERTISING PARTNER



Expand your reach, tap into new audiences and get your organization in front of up to 29,000 people within the field of prenatal, infant, early childhood, and family mental health.

At the Minnesota Association for Children's Mental Health (MACMH), we provide education and resources to professionals, families, and youth throughout Minnesota and beyond.

# Quarterly Digital Newsletter

The MACMH Minute is a source of news for supporters, partners and customers of the MN Association for Children's Mental Health. Our readers are interested in free resources, mental health services, technologies, systems and professional development opportunities for those in the infant, early childhood, youth, and family fields. With a list-serve of over 22,000 and a permanent home on MACMH.org, the newsletter is an impactful avenue to share your business or organizational impact, events, or stories.

## 1/4 Page Ad

NonProfit Rate | \$160

For Profit Rate | \$200

- 4 1/4 X 5 1/2 in.

## 1/2 Page Ad

NonProfit Rate | \$240

For Profit Rate | \$300

- 4 1/4 X 11 in.
- Or 8 1/5 X 5 1/2 in.

## Job Posting

NonProfit Rate | \$60

For Profit Rate | \$75

- Provide link to posting or pdf & details

## Paid Event Listing

NonProfit Rate | \$60

For Profit Rate | \$75

- Provide link to registration & details
- Applies to ticketed events

## Free Event Listing

NonProfit Rate | \$0

For Profit Rate | \$0

- Provide link to registration & details
- Applies to events free & open to the public

## Design Support

NonProfit Rate | \$150

For Profit Rate | \$200

- Need support in making your ad newsletter-ready? MACMH is here to help! \*This is an added assistance fee\*

## View the MACMH Minute Newsletter

### Newsletter Statistics

**Newsletter Email Open Rate Average:** 36%

**Total Newsletter Emails Sent:** 21,000+

**Average Newsletter Email Click Rate:**

Nearly 14%

**MACMH's top professions among**

**customers:** Mental Health Professionals, Social Services Professionals, and Education Professionals

### Deadlines

**November 2025 Edition**

- Purchase & submit graphics & information by October 18, 2025.

**February 2026 Edition**

- Purchase & submit graphics & information by January 16, 2026.

**May 2026 Edition**

- Purchase & submit graphics & information by April 17, 2026.

*\*Advertisements are on a first-come-first-served basis, as space allows.*

Reach out to [engage@macmh.org](mailto:engage@macmh.org) to purchase your advertisements or with questions.

# Job Postings

The Minnesota Association for Children's Mental Health serves a wide variety of professionals including, but not limited to:

- Teachers
- Therapists
- Psychiatrists
- Counselors
- Social Workers
- Infant & Early Childhood Professionals
- Health Care Workers
- Early Care & Education Professionals
- Mental Health Professionals
- Home Visitors
- Public Health Professionals
- Child Welfare Professionals

## Website

NonProfit Rate | \$60

For Profit Rate | \$75

- Jobs will be posted for 60 days.
- Posted under Partner Job Opportunities.
- Provide link to posting or pdf & details

## Newsletter

NonProfit Rate | \$60

For Profit Rate | \$75

- See previous page for details.

## Your Membership

NonProfit Rate | Free

For Profit Rate | Free

- MACMH's member interface
- Log into your account at [user.macmh.org/login](http://user.macmh.org/login).
- Navigate to "Account & Settings"
- Click "Content & Features"
- Under "Job Postings" select "Submit an Opening"

# Social Media

Tap into MACMH's engaged social media audience to increase eyes on your programs, advertisements, and organization!

## Repost

NonProfit Rate | Swap!

For Profit Rate | Swap!

Repost of any selected post from your organizations account to our Instagram story, Facebook or LinkedIn feed & vice versa. DM @MACMH\_org with your request.

\*Organizational values must align with MACMH's mission & vision. Acceptance at the discretion of the social media manager.

## Monthly Mission Match

NonProfit Rate | \$150 (includes all 3 platforms)

For Profit Rate | \$200 (includes all 3 platforms)

On a monthly basis, MACMH will highlight up to one organization that aligns with its mission on its three social media platforms: Facebook, Instagram, & LinkedIn. That post will include:

- Mission Statement
- Logo
- Social account tags
- Link to website
- Info about up to 2 upcoming programs or events

*\*Organizational values must align with MACMH's mission & vision. Monthly partners will be selected following the application due date by the social media team.*

**Apply for Mission Match**

950+  
Instagram  
followers

Applications are due the first of the month of the month prior to your preferred month of spotlight. *i.e. To be considered for a spotlight in Dec., please apply by Nov. 1.*

5,500  
Facebook  
followers

1,000  
LinkedIn  
followers

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Reach out to [engage@macmh.org](mailto:engage@macmh.org) to **purchase your advertisements** or with questions.

Interested in **sponsoring MACMH year-round**? Please reach out to our Executive Director Brandon Jones at [bjones@mamch.org](mailto:bjones@mamch.org).



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Leading with compassion, knowledge and support