

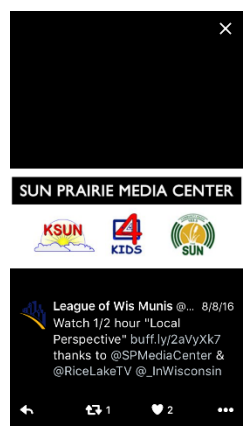
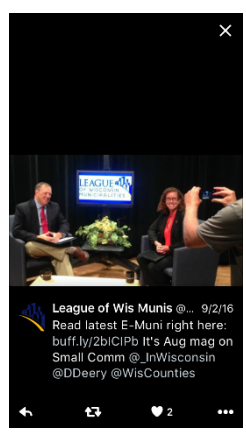
# The Municipality Advertising Opportunities

The Municipality is the League's monthly print magazine which circulates to nearly 10,000 local elected officials, staff and partners in every city and village in Wisconsin. It is a vital link between the League and our members.

## Beyond the Copies Mailed – The Municipality is more than a magazine...

- “The Local Perspective” is the League’s new once-a-month ½ hour Local Community Media show focused on the magazine’s monthly theme. It’s an opportunity to highlight the experts featured in the magazine and remind readers to go back and read the magazine. Jerry Deschane, the League’s Executive Director is the host.
- The E-Muni is the electronic supplement to *the Municipality*. Emailed to almost 5,000 subscribers with an open rate of 30% on average, the E-Muni provides readers with additional resources & quick links based on the magazine’s theme.
- Website – *the Municipality* is also accessed on the League’s website. <http://bit.ly/LeagueMuniMag>

League Nonprofit and Business Associate Members and Business Partners receive a 10% discount on all advertising. In addition, League Business Partners are provided a content article opportunity as part of their membership. Contact Gail Sumi, Member Engagement and Communications Director at [gsumi@lwm-info.org](mailto:gsumi@lwm-info.org) for additional information.



## 2017 The Municipality Advertising Insertion Order

Company Name \_\_\_\_\_

Company Contact \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone( ) \_\_\_\_\_ Email \_\_\_\_\_

Secondary/General Contact \_\_\_\_\_ Email \_\_\_\_\_

Full pg     Half pg     Quarter pg     Eighth pg     Pro-Card

Jan.	Feb.	March	April	May	*Full Color	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
					New Rates Apply							

Signature (required) \_\_\_\_\_

Title \_\_\_\_\_ Company Name \_\_\_\_\_

Name (print) \_\_\_\_\_ Date \_\_\_\_\_

### Ad Rates\* and Specifics – Full Color New Rates in Green Apply with June Issue:

Size	Frequency			Specifics	Availability
	One (each)	Six (each)	Twelve (each)		
Color Cover	\$1,020 <b>\$1,120</b>	\$970 <b>\$1,065</b>	\$930 <b>\$1,025</b>	7.5" horz. x 10" vert.	Contracted
<b>B/W Color Interior</b>					
Full Page (portrait)	\$760 <b>\$860</b>	\$720 <b>\$820</b>	\$680 <b>\$780</b>	7.5" horz. x 10" vert.	Limited
Half Page (portrait)	\$500 <b>\$575</b>	\$470 <b>\$540</b>	\$440 <b>\$525</b>	7.5" horz. x 4.5" vert.	Limited
Half Page (vertical)	\$500 <b>\$575</b>	\$470 <b>\$540</b>	\$440 <b>\$525</b>	3.5" horz. x 9" vert.	Limited
Quarter Page (portrait)	\$300 <b>\$345</b>	\$280 <b>\$325</b>	\$260 <b>\$305</b>	3.5" horz. x 4.5" vert.	
Eighth Page (landscape)	\$220 <b>\$260</b>	\$210 <b>\$250</b>	\$200 <b>\$240</b>	3.5" horz. x 2" vert.	
Professional Card**		For Six months =	For 12 months =		
		\$300 <b>\$360</b>	\$480 <b>\$550</b>	3.5" horz. x 1" vert.	Limited

PDF file: Save as Press Ready and embed all fonts and images; 300 dpi min. Ads are due five weeks prior to publication.

\*The League's *the Municipality* will be published in full color as of June 2017. Ads contracted for between Oct. 1, 2016 and March 24, 2017 are valid through the May, 2017 edition. **New rates apply with June 2017 issue.**

\*\*Professional Card ads must be pre-paid. If contracting for six pro-card ads, you have the choice of running the ad every other month or for six consecutive months. All other ads are invoiced with a tear sheet monthly upon publication. (Note – pro-card ads contracted for twelve months will be pro-rated at the higher price for the June-Dec. issues.)

### Additional Conditions:

Advertiser agrees to pay for all advertising published by the League in accordance with the agreed upon rates shown here. Advertiser is solely liable for payment for published advertising. All advertisements, except for pro-card ads are invoiced with a tear sheet upon publication. Rates may be subject to change.

The Publisher reserves the right to reject any advertising not in keeping with the League's standards.

Unintentional or inadvertent failure by the League to publish the advertising covered by this order invalidates this order, but shall not constitute a breach of contract.

Contact Gail Sumi, 608-267-4477, [gsumi@lwm-info.org](mailto:gsumi@lwm-info.org) with questions.