



New E-newsletter and Classified Ads

E-newsletter

A trusted reference document that travels to more than 10,000 officials every month.

E-newsletter Order Form

Order forms for E-newsletter ads are at the end of this kit.

Classified Ads

The classified ad web pages are the busiest part of our website! Advertise employment opportunities, RFP notices, and for sale items.

RFP Program

The League sends RFP posting notices to League Products & Services Guide advertisers for the categories they are listed under as a thank you. Be the first to know when a municipality sends us an RFP for posting to our website.

Order Forms

Order forms are online only for this event and found on the Products & Services Guide portion of the League Website.

E-newsletter

What:

The League's E-newsletter keeps our members well informed and is received by 10,000 people in Wisconsin. It is sent the middle of every month (14 or 15th) with information on everything from grants to training opportunities.

When:

Ads need to be submitted by the 12th of the month for inclusion in the newsletter. Space is limited and E-newsletter ads are first come first served.

Details:

- Ad Cost is \$500/month run.
- PNG file format is preferred but JPEG is also accepted.
- Minimum 600 Pixels Wide. Maximum file size of 1MB.
- Whenever possible save the original design file with a resolution of 72PPI (pixels per inch).
- Include a thru-link so readers can find you.

An E-newsletter order form is available at the end of this kit.

Classified Ads

Online Ordering Only at Any Time

This is the busiest part of our website! Advertise employment opportunities, RFP notices, and for sale items.

Non-Member ad cost is \$150. Member Municipalities and Business Members can advertise free!

Submissions for any of the three categories may be sent to the classified email: classified@lwm-info.org Word documents can most easily be converted to the ad program on this website.

We try to post ads within 48 business hours of receipt. Ads run through the deadline you assign to them or for one month if you list the ad as "open until filled." You may always contact us to let us know the ad needs to be pulled earlier or extended longer.

Ordering form available on our website here: <https://www.lwm-info.org/712/Classified-Ads>



2021 E-newsletter Advertising Insertion Order

Company Name _____

Company Contact _____ Title _____

Address _____

City _____ State _____ Zip _____

Telephone() _____ Email _____

Secondary/General Contact _____ Email _____

Please indicate months to run ad*	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
2021												

Signature (required) _____

Title _____ Company Name _____

Name (print) _____ Date _____

Ad Rates and Specifics :

Size	Frequency		Twelve (each)	Specifics	Availability
	One (each)	Six (each)			
Tall Rectangle	\$500	\$400	\$300	600 Pixels Wide Min.	Limited

PNG file is preferred file type: Whenever possible save the original design file with a resolution of 72PPI (pixels per inch). **Ads are due by the 12th of the month the ad runs in.**

*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. E-newsletter advertisements 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 Robin Powers, 608-267-2383, rpowers@lwm-info.org with questions.