

The Municipality Magazine



The Municipality Advertising Opportunities



The Municipality is a monthly publication

Become a part of all *The Municipality* has to offer city and village officials and advertise there now! Ad and schedule information is below and ordering information is available at the end of this kit and on the League website.

Some ad size opportunities are limited and may be subject to change.* Ad space should be ordered five weeks before the ad material is due to hold the space in the issue.

Issue	1x	6x	12x
Full Page Outside Back Cover - 7.5" horz. X 10" vert.	\$1,500	\$1,400	\$1,300
Front/Back Inside Covers - 7.5" horz. X 10" vert.	\$1,300	\$1,250	\$1,150
Full Page (portrait) - 7.5" horz. X 10" vert.	\$1,150	\$950	\$800
Half Page (portrait) - 7.5" horz. X 4.5" vert.	\$750	\$650	\$575
Half Page (vertical) - 3.5" horz. X 9" vert.	\$750	\$650	\$575
Quarter Page (portrait) - 3.5" horz. X 4.5" vert.	\$500	\$400	\$350
Eighth Page (landscape) - 3.5" horz. X 2" vert.	\$450	\$350	\$300
Professional Card (6 or 12 months only and billed all together)	-	\$475	\$725

Issue	Focus	Content Due	Ad Material Due	Ship Out Date
January	Public Safety-Leg. Session	11/18/20	11/23/20	12/28/21
February	Economic Development	12/16/20	12/22/20	1/29/21
March	Water-Sustainability	1/20/21	1/25/21	2/26/21
April	Land Use	2/17/21	2/22/21	3/31/21
May	Clerks	3/17/21	3/25/21	4/30/21
June	New Officials	4/17/21	4/26/21	5/31/21
July	Finance/Budgeting	5/19/21	5/24/21	6/30/21
August	Open Gov. (Sunshine)	6/16/21	6/24/21	7/30/21
September	Municipal Growth	7/21/21	7/26/21	8/31/21
October	Annual Conference	8/18/21	8/25/21	9/30/21
November	The Numbers	9/15/21	9/23/21	10/29/21
December	The People	10/20/21	10/25/21	11/30/21

The Municipality

The Municipality, published since 1900, is the preeminent statewide publication reaching all the cities & villages in Wisconsin. It is relied upon by decision makers and key influencers in local government. It is here that organizations can showcase their products, services and solutions directly to municipal staff. *The Municipality* brings insightful and pertinent information to local government every month. Innovations, best practices, and local government solutions are all available in *the Municipality*.

Business Member Benefits

All League Business, Associate and Nonprofit Members receive a 10% discount on all advertising. Additionally, League Business Partners are provided a content article opportunity annually as part of their membership.

Order Forms

In addition to online ordering on the League Website, order forms for this are at the end of this kit.

The Municipality by the NUMBERS

Circulates to approximately 10,000 with an estimated readership of 40,000 Wisconsin local elected officials and staff.

2021 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

Please indicate months*	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
2021												
2022												

Signature (required) _____

Title _____ Company Name _____

Name (print) _____ Date _____

Ad Rates and Specifics :

Size	Frequency			Specifics	Availability
	One (each)	Six (each)	Twelve (each)		
Back Cover	\$1,500	\$1,400	\$1,300	7.5" horz. x 10" vert.	Contracted
Front/Back Inside Covers	\$1,300	\$1,250	\$1,150	7.5" horz. x 10" vert.	Limited
Full Page (portrait)	\$1,150	\$950	\$850	7.5" horz. x 10" vert.	Limited
Half Page (portrait)	\$750	\$650	\$575	7.5" horz. x 4.5" vert.	Limited
Half Page (vertical)	\$750	\$650	\$575	3.5" horz. x 9" vert.	Limited
Quarter Page (portrait)	\$500	\$400	\$350	3.5" horz. x 4.5" vert.	
Eighth Page (landscape)	\$450	\$350	\$300	3.5" horz. x 2" vert.	
Professional Card*		For Six months* =	For 12 months =		
		\$475	\$725	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.**

*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.

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 Robin Powers, 608-267-2383, rpowers@lwm-info.org with questions.