

## The Municipality Advertising Opportunities



### The Municipality is a monthly publication

Become a part of all it has to offer city and village officials and advertise there now! Ad and schedule information 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.

### 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.

### Rates

The Municipality Ad	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	\$850
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 Month runs only and billed all together)		\$475	\$725

### 2021 Calendar & Closing Dates

Issue	Focus	Content Due	Ad Material Due	Ship Out Date
January	Public Safety-Leg. Session	11/18/2020	11/23/2020	12/28/2020
February	Economic Development	12/16/2020	12/22/2020	1/29/2021
March	Water-Sustainability	1/20/2121	1/25/2021	2/26/2021
April	Land Use	2/17/2021	2/22/2021	3/31/2021
May	Creative Economy	3/17/2021	3/25/2021	4/30/2021
June	New Officials	4/17/2021	4/26/2021	5/31/2021
July	Finance/Budgeting	5/19/2021	5/24/2021	6/30/2021
August	TBD	6/16/2021	6/24/2021	7/30/2021
September	TBD	7/21/2021	7/26/2021	8/31/2021
October	TBD	8/18/2021	8/25/2021	9/30/2021
November	TBD	9/15/2021	9/23/2021	10/29/2021
December	TBD	10/20/2021	10/25/2021	11/30/2021

### The Municipality by the NUMBERS

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