

The Municipality

The Municipality, first published in 1900, is the preeminent statewide publication for all cities and villages in Wisconsin. A resource for decision makers and influencers in local government, *The Municipality* is a platform for organizations to showcase their products, services, and solutions directly to municipal staff. For more than 100 years, *The Municipality* has been the premier source for innovations, best practices, and local government solutions in the region.

Business Member Benefits:

All League Business Members receive discounts on advertising based on their tier. Additionally, League Business Leaders are provided a content article opportunity annually as part of their membership.



Advertising Opportunities

Become a part of all *The Municipality* has to offer city and village officials and advertise now! Ad and schedule information is below and ordering information is available on the following page 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	Ad Specs	1x	6x	12x
Full Page Outside Back Cover	7.5" horz. X 10" vert.	Contracted	Contracted	Contracted
Front/Back Inside Covers	7.5" horz. X 10" vert.	Contracted	Contracted	Contracted
Full Page (vertical)	7.5" horz. X 10" vert.	\$1,150	\$950	\$800
Half Page (horizontal)	7.5" horz. X 4.5" vert.	\$750	\$650	\$575
Half Page (vertical)	3.5" horz. X 9" vert.	\$750	\$650	\$575
Quarter Page (vertical)	3.5" horz. X 4.5" vert.	\$500	\$400	\$350
Professional Card (horizontal)	3.5" horz. X 1" vert.	N/A	\$475	\$725

Issue	Topic*	Content Due	Ad Material Due	Ship Out Date
January	Advocate	11/16/2022	11/23/2022	12/30/2022
February	Crime, Essential Services	12/15/2022	12/22/2022	1/31/2023
March	Public Works	1/10/2023	1/17/2023	2/24/2023
April	Hiring and Recruitment/People	2/14/2023	2/21/2023	3/29/2023
May	Clean Air Month - Clerk's Week	3/13/2023	3/20/2023	4/27/2023
June	New Officials	4/12/2023	4/19/2023	5/26/2023
July	Budget and Finances	5/12/2023	5/21/2023	6/28/2023
August	Communications	6/14/2023	6/21/2023	7/28/2023
September	Innovation	7/15/2023	7/22/2023	8/29/2023
October	Conference	8/14/2023	8/21/2023	9/28/2023
November	Transportation	9/13/2023	9/20/2023	10/27/2023
December	Cybersecurity	10/15/2023	10/22/2023	11/29/2023

*Topic subject to revision.



The Municipality Advertising Insertion Order

Company Name _____

Company Contact _____ Title _____

Address _____

City _____ State _____ ZIP _____

Telephone () _____ Email _____

Secondary/General Contact _____ Email _____

Full Page Half Page Quarter Page Pro Card

Please Indicate Months and Year*	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Current Year												
Following Year												

*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.

Signature (required) _____

Title _____ Company Name _____

Name (print) _____ Date _____

Link to Ad _____ (Hotlinking will be done where available.)

Size	Frequency: One (each)	Frequency: Six (each)	Frequency: Twelve (each)	Specifics	Availability
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.	Contracted
Full Page (vertical)	\$1,150	\$950	\$800	7.5" horz. X 10" vert.	Limited
Half Page (horizontal)	\$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 (vertical)	\$500	\$400	\$350	3.5" horz. X 4.5" vert.	
Professional Card (horizontal)	N/A	For Six Months: \$475	For Twelve Months: \$725	3.5" horz. X 1" vert.	

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