



2018-19 Advertising in *The Municipality*

The Municipality has a circulation of 10,000 with an estimated readership of 40,000 local elected officials, staff and partners in every city and village in Wisconsin. It is mailed monthly and 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 once-a-month ½ hour Local Community Media show focused on the magazine’s monthly theme. It’s an opportunity to highlight the experts we’ve featured and remind readers to go back to the magazine. Jerry Deschane, the League’s Executive Director is the show’s host.
- **The E-Muni** is the electronic supplement to *the Municipality*. Emailed to almost 5,000 subscribers with an average open rate of 30%, the E-Muni leads readers back to the magazine and provides them 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>

The Municipality by the NUMBERS

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

Note! Special Benefit for League Business, Associate and Nonprofit Members.

- League Business, Associate and Nonprofit Members receive a 10% discount on all advertising.
- 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 for additional information.

2018 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.
2018												
Lock in 2019 @ 2018 price												

Signature (required) _____

Title _____ Company Name _____

Name (print) _____ Date _____

Ad Rates and Specifics :

Size	Frequency			Specifics	Availability
	One (each)	Six (each)	Twelve (each)		
Back Cover	\$1,400	\$1,300	\$1,200	7.5" horz. x 10" vert.	Contracted
Front/Back Inside Covers	\$1,250	\$1,200	\$1,100	7.5" horz. x 10" vert.	Limited
Full Page (portrait)	\$1,000	\$900	\$800	7.5" horz. x 10" vert.	Limited
Half Page (portrait)	\$700	\$625	\$575	7.5" horz. x 4.5" vert.	Limited
Half Page (vertical)	\$700	\$625	\$575	3.5" horz. x 9" vert.	Limited
Quarter Page (portrait)	\$450	\$400	\$350	3.5" horz. x 4.5" vert.	
Eighth Page (landscape)	\$400	\$350	\$300	3.5" horz. x 2" vert.	
Professional Card*		For Six months* =	For 12 months =		
		\$450	\$700	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 Gail Sumi, 608-267-4477, gsumi@lwm-info.org with questions.