

## E-Newsletter Advertising

**What:** The League's monthly e-newsletter will keep you up to date on all things municipality. Learn about current resources, grants, and opportunities available. We share important dates for all of our League offerings and events along with special information and press releases to benefit our members. This e-newsletter is emailed to all of our members and is a great avenue to provide feedback and input. We also share a sneak peek of our upcoming magazine, *The Municipality*.

**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 x 600 pixels high, square in shape. 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 on the back of this sheet.



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Marketing & Administration

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### PRESS RELEASE



[Ding Dong the Dark Store Is Dead](#) (PDF)

[2023 Local Gov Joint Statement on Budget Address](#) (PDF)

### Ding Dong the Dark Store Is Dead *Highlight*

The League's Legal Counsel, Claire Silverman, said "We are very pleased with the Court's decision in this case. Large commercial retailers have engaged in concerted efforts, statewide and nationally, to challenge tax assessments using novel and aggressive theories such as the dark store theory."

Read the full press release on [the League website](#) or the [PDF](#).

### La Follette Forum to address how implementation of public services affects trust in government

The 2023 **La Follette Forum: All Policy is Implementation** will convene leaders across sectors and levels of government to discuss collaborating effectively to deliver high-quality public services. For more information and to register, visit [go.wisc.edu/LaFolletteForum](http://go.wisc.edu/LaFolletteForum).

### LA FOLLETTE FORUM 2023

All Policy is Implementation

## MARCH 1

MONONA TERRACE & ONLINE

Robert M. La Follette School of Public Affairs  
UNIVERSITY OF WISCONSIN - MADISON

FUNDED BY THE KOHL INITIATIVE

### Announcements & Transitions to Share



<https://www.lwm-info.org/FormCenter/Employee-Spotlight-44/Transitions-405>



[Chief Executive Winter Workshop](#)  
February 21-23

[HR for Small Communities](#)  
March 7-9

[Member Roundtable](#)  
March 14 @ 12pm - 1pm

[Building Inspectors Institute](#)  
April 19-21

[Energy Efficiency and Conservation Block Grant Program](#)

[Broadband](#)

[Inflation Reduction Act \(IRA\)](#)

[Bipartisan Infrastructure Law \(BIL\)](#)

[Summary Guide to the Bipartisan Infrastructure Law \(BIL\) Discretionary Grants](#)

[Many More Resources](#)

The League is happy to help you connect with potential employees, potential vendor partners and other municipalities via our [Classified Ad](#) services.



# 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.
Current Year												
Following Year												

Signature (required) \_\_\_\_\_

Title \_\_\_\_\_ Company Name \_\_\_\_\_

Name (print) \_\_\_\_\_ Date \_\_\_\_\_

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

PNG file is the 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 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 at 608-267-2383 or [rpowers@lwm-info.org](mailto:rpowers@lwm-info.org) with questions.