

2017 Advertising Rates

QUARTERLY MAGAZINE ADVERTISEMENTS

Our Alliance Advantage magazine is published in February, May, August, and November with a distribution of over 1000. All quarterly magazine advertisers will also have their logo featured in a scrolling spotlight block on www.mpu.org. Advertisements are offered by calendar year with a 15-18 month pro-rated option available for Associate Members joining mid-year.

TYPE	SIZE	RATE
Business Card (B & W)	3.5" x 2"	\$385
Quarter Page (B & W)	3.5" x 5"	\$575
Half Page (Black & White)	8" x 5"	\$825
Half Page (Color)	8" x 5"	\$1175
Full Page (Black & White)	8" x 10.5"	\$1575
Full Page (Color)	8" x 10.5"	\$1825

MEMBERSHIP DIRECTORY ADVERTISEMENTS

The 2017 Membership Directory is a professionally-printed and bound booklet published each summer and is distributed to every MPUA Municipal and Associate Member. The inside back cover, inside front cover, and back cover options are available on a first come, first served basis.

TYPE	SIZE	RATE
Inside (Color)	5.75" x 8.5"	\$750
Inside Back Cover (Color)	5.75" x 8.5"	\$1000
Inside Front Cover (Color)	5.75" x 8.5"	\$1500
Back Cover (Color)	5.75" x 8.5"	\$2000

ARTWORK REQUIREMENTS

All advertisements must be provided as high resolution TIF, JPEG, or PNG files. Directory advertisements should include a 1/4 inch bleed. Email completed ads to Elise Buchheit at ebuchheit@mpua.org.