



Growing Our Communities Together

2017 Advertising Rates



Review Magazine Advertising

**Participating
Affiliates
& Associate Members
Receive a five percent
Discount!**

**No
Additional
Color Charge!**

Additional Specifications

Trim Size: 8 1/2 x 11

Printing Method: Offset

Full-page bleed size: 8 5/8 x 11 1/8

Halftone: 150 screen or finer

Binding: Saddle-stitched

Stock: 70 lb. matte finish

The Missouri Municipal Review is the official magazine of the Missouri Municipal League and has been published continuously since 1935 for officials actively engaged in policy and local government administrations. The League is composed of more than 670 member municipalities representing 3.9 million Missourians. *The Review* features six issues per year, with more than 6,700 print and digital issues sent to all elected and appointed municipal officials, associate members, and participating affiliates. The annual subscription is \$30.

Display Advertising Rates (per issue)

Ad Size	One issue	Four issues	Six issues
1 page	\$600	\$525	\$480
1/2 page	\$360	\$305	\$270
1/4 page	\$220	\$185	\$155
1/6 page	\$175	\$140	\$130
Back or Inside Cover, Preferred Full Page	\$710	\$660	\$550

Specifications

Page Unit	Width (inches)	Depth (inches)
1 page	7 1/4	10
1/2 page	7 1/4	4 7/8
1/4 page (square)	4 3/4	3 3/4
1/6 page	7 1/4	1 5/8

Issuance and Closing Dates

The Review is mailed the 15th of the month. Closing date for advertising space order is the 10th of month prior to the date of issue. Closing date for ad materials and classified ads is the 20th of the month prior to date of issue.

Advertising Material

High-resolution PDF, EPS or TIFF image file format (300 dpi or better) for Windows on CD or via email. All supplied material is subject to destruction within one year after its last use unless previously instructed otherwise.

The Review Professional Directory (business card ads)

Advertise your firm's product or service in a business card layout in *The Review*.

3 1/2" wide, 1" deep: \$300 (for six issues, pre-paid)

3 1/2" wide, 2" deep: \$500 (for six issues, pre-paid)



Review Magazine Advertising Order Form



Special Issues:

January: Economic Development

May: Public Works

July: MML Annual Conference

Missouri Municipal Review Display Advertising

Size: _____ **Frequency:** _____ **Participating Affiliate:** Yes No

Rate: (deduct 5 percent if you are a Participating Affiliate with MML) _____

(circle your issues of choice)

2017 Issues:					
January	March	May	July	September	November

The Review Professional Directory (six issues, pre-paid)

(circle choice below)

3 1/2 wide, 1" deep: \$300 (for six issues, pre-paid)

3 1/2 wide, 2" deep: \$500 (for six issues, pre-paid)

Prefer high-resolution PDF, EPS or TIFF image file format for Windows.

Email to Lholloway@mocities.com.

Mail payments to:

1727 Southridge Dr., Jefferson City, MO, 65109

Company Name _____

Address _____

City _____ State _____ Zip _____

Contact Person _____ Title _____

Phone _____ Fax _____ Email _____

All advertisements are subject to the approval of the publisher. Advertising agencies and advertisers assume liability for all content of advertisement printed, and also assume responsibility for any claims arising therefrom made against the publisher. The publisher reserves the right to place the word "advertisement" with advertising copy that, in the publisher's opinion, resembles editorial matter.

Signature _____ Company _____ Date _____

Classified Ads - Magazine and Website

Classified Ad - Magazine \$45 (flat fee per insertion)

MML Website Classified Ad: \$150 (30 days, non-members)
\$45 (30 days, members)



Participating Affiliate Benefits

- *Add your listing to MML's online Participating Affiliate Pages, with a link to your website.*
- **Free Copy** of the **Annual Directory of Missouri Municipal Officials (pdf)**
- *Exclusive Sponsorship Opportunities*
- *Access to MML's inquiry service for municipal information*
- **Discounted Rates** on MML's Print and Digital Advertising
- **MML Member Profile** with logo, Web link and description
- *Access to MML's members-only information on www.mocities.com*
- *Listing in the Annual Directory of Missouri Municipal Officials*
- **Free** subscription to *The Missouri Municipal Review Magazine (print and digital)*

Why Become a Participating Affiliate with MML



Contact Laura Holloway at
573-635-9134 or email
Lholloway@mocities.com to
begin your partnership with
Missouri communities!

