

# Connect With Missouri Municipalities



- **MML Advertising Opportunities**
- **MML Business Advantage Program**
- **MML Participating Affiliate Advantages**



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**Helping You** Reach  
Missouri Local Government Officials  
While **You Help**  
Missouri Communities Thrive

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- **MML Business Advantage Program**
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# Reach Missouri Local Government Officials

## MML By The Numbers

- Cities and Villages: **636**
- Elected Officials: **3,255**
- Non-Elected Officials: **3,853**
- Participating Affiliates: **122**
- Associate Members: **31**

***Did You Know?***

***Two Out of Three  
Missourians  
Live in Cities!***



# Engage Decision Makers

## MML Legislative Conference

**When:** February  
**Where:** Jefferson City  
**Attendees:** 200-250

## MML Elected Officials Training Conference

**When:** June  
**Where:** Mid-Missouri  
**Attendees:** 200-250

## MML Annual Conference

**When:** September  
**Where:** Rotates in Missouri  
**Attendees:** 600-700  
**Exhibitors:** 135+  
**Sessions:** 25+

## Regional Meetings

**When:** Approximately 12 per year  
**Where:** Throughout Missouri  
**Attendees:** 30-100

## MML Review Magazine

Published six times per year  
**Print:** 2,600  
**Email:** 6,000 +

## Other Resources

**MML Website:** [www.mocities.com](http://www.mocities.com)  
**Monthly E-newsletter:** emailed to 6,000+ members  
**MML Mobile App:** On-the-go event and information resource  
**MML Webinars:** Live and on-demand  
**Online Training:** Self-paced and on-demand





# MML Advertising Opportunities

## Review Magazine Advertising

*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 administration. The League is composed of nearly 640 member municipalities representing 3.9 million Missourians. *The Review* features six issues per year, with more than 6,600 print and digital issues sent to all elected and appointed municipal officials, associate members, and participating affiliates. The annual subscription is \$30.

### 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

### 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 via email. All supplied material is subject to destruction within one year after its last use unless previously instructed otherwise.

### Display Advertising Rates (per issue)

| Ad Size                                   | One issue | Four issues | Six issues |
|---|-----------|-------------|------------|
| 1 page                                    | \$630     | \$560       | \$510      |
| 1/2 page                                  | \$380     | \$325       | \$285      |
| 1/4 page                                  | \$235     | \$200       | \$165      |
| 1/6 page                                  | \$185     | \$150       | \$140      |
| Back or Inside Cover, Preferred Full Page | \$750     | \$690       | \$580      |

### 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"         |

### *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 2019

Download this form to return to MML at  
[www.mocities.com/ReviewMagazine](http://www.mocities.com/ReviewMagazine).

## 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)

|                     |       |     |      |           |          |
|---------------------|-------|-----|------|-----------|----------|
| <b>2019 Issues:</b> |       |     |      |           |          |
| 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](mailto:Lholloway@mocities.com).

Mail payments to:

Missouri Municipal League, 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: \$45 (30 days, members)

\$90 (30 days, non-members)

Missouri Municipal League, 1727 Southridge Dr., Jefferson City, MO, 65109  
(P) 573-635-9134 (F) 573-635-9009 Email: [info@mocities.com](mailto:info@mocities.com) Website: [www.mocities.com](http://www.mocities.com)

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# MML Business Advantage Program

## Connect. Engage. Support.

The Missouri Municipal League is more than 80 years strong in service as a united voice for Missouri's local government officials. Through training, legislative advocacy or the many resources members rely upon, partners and sponsors play a vital role in what MML can provide to help Missouri municipal officials serve their citizens.

Your support impacts MML services and MML members.

MML's new Business Advantage Program provides you the opportunity to connect, engage and support nearly 640 Missouri member municipalities throughout the entire year.



## The Business Advantage Program Offers You:

- Strong recognition to help you develop connections with municipal officials and staff;
- A targeted approach when you choose from several sponsorship levels;
- Streamlined outreach and administrative time;
- Relationship-building opportunities with Missouri communities throughout the year.

*Together, we can improve the quality of life for Missouri citizens through strong, vibrant communities.*

Learn More At: [www.mocities.com/Advantage](http://www.mocities.com/Advantage)



# MISSOURI MUNICIPAL LEAGUE: *Business Advantage Program 2019*

|   | PLATINUM   | GOLD               | SILVER             | EVENT                |
|---|--|--------------------|--------------------|----------------------|
|   | \$10,000   | \$5,000            | \$3,000            | \$500<br>(Per Event) |
| <b>2019 YEARLONG BENEFITS</b>   |  |                    |                    |                      |
| MML Participating Affiliate Membership (\$450 value!)   |  |                    |                    |                      |
| Member Access (Directory - Excel Sheet)   |  |                    |                    |                      |
| Share Your Subject Matter (One Live MML Webinar)  |  |                    |                    |                      |
| Complimentary Registration to MML Regional Meetings   | 2  |                    |                    |                      |
| Complimentary Registration(s): Legislative Conference and Elected Officials Training Conference   | 4  | 3                  | 2                  | 1                    |
| Sponsor Listing on MML Event Mobile App   | All  | All                | All                | Per Event            |
| Logo or Name Placement on Conference Packet/Envelope  | Logo   | Logo               | Name               |                      |
| Conference Sponsor Level Sign   |  |                    |                    | (Per Event)          |
| Conference Program Recognition: Legislative Conference and Elected Officials Training Conference  |  |                    |                    | (Per Event)          |
| Verbal Recognition by MML President: Legislative Conference and Elected Officials Training Conference   |  |                    |                    | (Per Event)          |
| Logo placement on MML Website Sponsor Page  |  |                    |                    |                      |
| <b>2019 ANNUAL CONFERENCE (ST. CHARLES, MO)</b>   |  |                    |                    |                      |
| Early Exhibit Booth Registration Priority Access  | Based on order of sponsorship registration within sponsorship level. |                    |                    | n/a                  |
| Annual Conference Exhibit Booth Space   |  |                    |                    |                      |
| Sunday Evening Reception/Drink Ticket Sponsorship   |  |                    |                    |                      |
| <b>Choice of Premium Sponsored Event:</b> <i>Sponsor receives three-five minutes to address attendees (choice based on order of sponsorship confirmation)</i> |  |                    |                    |                      |
| <b>Choice of Sponsored Event/Promotion:</b> <i>(choice based on order of sponsorship confirmation)</i>  |  |                    |                    |                      |
| Complimentary Conference Meals  | 4 (each meal)  | 3 (each meal)      | 2 (each meal)      |                      |
| Exhibit Hall Game Participation   |  |                    |                    |                      |
| Pre-Conference Email Blast Participation  |  |                    |                    |                      |
| Exhibit Hall Coffee and Break Sponsor   |  |                    |                    |                      |
| <b>2019 PUBLICATIONS</b>  |  |                    |                    |                      |
| Complimentary Advertising in MML <i>Review Magazine</i> (published bi-monthly)  | 1/2 page, 6 issues   | 1/4 page, 4 issues | 1/4 page, 2 issues |                      |
| Five Percent Discount on Additional MML <i>Review Magazine</i> Advertisements   |  |                    |                    |                      |
| Sponsor Level Recognition in MML <i>Review</i>  | 3 Issues   | 3 issues           | 3 issues           |                      |

To receive full benefits listed, reserve sponsorship level by **Nov. 15, 2018.**

Contacts: *Emily Koenigsfeld, MML Event and Training Specialist, at EmilyK@mocities.com; or Laura Holloway, Communications Specialist, at Lholloway@mocities.com | (573) 635-9134*

Learn more at [www.mocities.com/Advantage](http://www.mocities.com/Advantage).



# MML Participating Affiliate Program

MML Participating Affiliates are corporate members of MML that have access to a wide array of communication opportunities with MML municipalities. Join as a member to enjoy the benefits below, or take advantage of the MML Business Advantage Program that includes Participating Affiliate membership!

## 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).*
- *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 resources on [www.mocities.com](http://www.mocities.com).*
- *Listing in the Annual Directory of Missouri Municipal Officials.*
- *Free subscription to The Missouri Municipal Review Magazine (print and digital).*
- *\$200 discount on exhibit space at MML's Annual Conference.*
- *Early-bird window to choose exhibit booth placement at MML's Annual Conference.*



*Contact Laura Holloway at 573-635-9134 or email [Lholloway@mocities.com](mailto:Lholloway@mocities.com) to begin your partnership with Missouri communities!*

Missouri Municipal League, 1727 Southridge Dr., Jefferson City, MO 65109  
(P) 573-635-9134 (F) 573-635-9009 Email: [info@mocities.com](mailto:info@mocities.com) Website: [www.mocities.com](http://www.mocities.com)

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## Connect Your Business With Missouri Communities Today!



### MML Review Magazine Advertising

To advertise in the MML Review Magazine, return the form on page 7 to MML!

Questions? Contact:

**Laura Holloway, Communications Specialist**

**LHolloway@mocities.com**

**(573) 635-9134**



### Business Advantage Program

To take full advantage of all 2019 sponsorship benefits with the MML Business Advantage Program, reserve your sponsorship level by **Nov. 15, 2018**.

**Sign up at [www.mocities.com/Advantage](http://www.mocities.com/Advantage).**

Questions? Contact:

**Emily Koenigsfeld, Event and Training Specialist: [EmilyK@mocities.com](mailto:EmilyK@mocities.com)**

*or*

**Laura Holloway, Communications Specialist: [Lholloway@mocities.com](mailto:Lholloway@mocities.com)**

**(573) 635-9134**



### Participating Affiliate Membership

To join MML as a Participating Affiliate, Contact:

**Laura Holloway, Communications Specialist**

**LHolloway@mocities.com**

**(573) 635-9134**



# Connect With Missouri Municipalities



## Join Us For Upcoming 2019 MML Conferences!

### **MML Legislative Conference**

Jefferson City, Missouri

February 12-13, 2019

### **MML Elected Officials Training Conference**

Columbia, Missouri

June 6-7, 2019

### **MML 85th Annual Conference**

St. Charles, Missouri

September 8-11, 2019



### **Missouri Municipal League**

1727 Southridge Dr.

Jefferson City, MO 65109

(573) 635-9134

[info@mocities.com](mailto:info@mocities.com)

[www.mocities.com](http://www.mocities.com)