

Connect With Missouri Municipalities

2020



- ➔ **MML Advertising**
- ➔ **MML Business Advantage Program**
- ➔ **MML Annual Conference Exhibitors**
- ➔ **MML Participating Affiliate Advantages**

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

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



Engage Missouri Local Government Decision Makers

MML By The Numbers

- Cities and Villages: **641**
- Elected Officials: **3,255**
- Non-Elected Officials: **3,853**
- Participating Affiliates: **122**
- Associate Members: **34**

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 +

Educational articles accepted for consideration by editorial board. Advertising information is located on pages 6-7.

Other Resources

MML Website: 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 Conferences

Make an impact at each of these events and more throughout the year when you join MML's Business Advantage Program in 2020! Learn more on page 8.

MML Legislative Conference

When: February

Where: Jefferson City

Attendees: 200-250

Attendees meet with state legislators, network and learn about proposed legislation that affects Missouri cities.



MML Elected Officials Training Conference

When: June

Where: Mid-Missouri

Attendees: 200-250

Attendees learn the most pressing topics they face each day in local government. The constant changes in local issues makes this event valuable for both newly elected and experienced officials.



MML Annual Conference

When: September

Where: Rotates in Missouri

Attendees: 600-700

Exhibitors: 140+

Sessions: 25+

The MML Annual Conference is MML's largest event, featuring expert speakers, a large exhibit hall, the MML Annual Business meeting, awards luncheon and more.

The exhibit hall is a central gathering place for MML Annual Conference delegates. It features a Grand Opening Reception on Sunday evening, as well as a morning coffee break, box lunch and popcorn & prizes on Monday.





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	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 2020

Download this form to return to MML at
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)

2020 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:

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 Website: www.mocities.com

MML Business Advantage Program

Connect. Engage. Support.

The Missouri Municipal League is 85 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 Business Advantage Program provides you the opportunity to connect, engage and support more than 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 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

MISSOURI MUNICIPAL LEAGUE: *Business Advantage Program 2020*

	PLATINUM	GOLD	SILVER	EVENT
	\$10,000	\$5,000	\$3,000	\$500 (Per Event)
2020 YEARLONG BENEFITS				
MML Participating Affiliate Benefits (\$450 value!)				
Member Access (Member Directory - Excel format)				
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				
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				
2020 ANNUAL CONFERENCE (Kansas City, MO)				
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				
Choice of Exclusive Premium Sponsored Event: <i>Sponsor receives three-five minutes to address attendees (choice based on order of sponsorship confirmation)</i>				
Choice of Exclusive Sponsored Event/Promotion: <i>(choice based on order of sponsorship confirmation)</i>				
Conference Registration (includes Annual Banquet)	4	3	2	
Exhibit Hall Game Participation				
Pre-Conference Email Blast Participation				
Exhibit Hall Coffee and Break Sponsor				
2020 PUBLICATIONS				
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, 2019.

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.



MML Participating Affiliate Program

MML Participating Affiliates have access to a wide array of communication opportunities with MML municipalities. Join as an affiliate to enjoy the benefits below, or take advantage of the MML Business Advantage Program that includes all Participating Affiliate advantages!

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).**
- **\$200 discount on exhibit space at MML's Annual Conference.**
- **Early-bird window to choose exhibit booth placement at MML's Annual Conference.**
- **Access to MML's inquiry service for municipal information.**
- **Invitation to MML's Regional Meetings**
- **Discounted rates on MML's print and digital advertising.**
- **MML Profile with logo, web link and description.**
- **Access to MML's members-only resources on www.mocities.com.**
- **Listing in the Annual Directory of Missouri Municipal Officials.**
- **Free subscription to The Missouri Municipal Review Magazine (print and digital).**



Contact Laura Holloway at 573-635-9134 or email 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 Website: www.mocities.com

Connect Your Business With Missouri Communities Today!

www.mocities.com | (573) 635-9134 | info@mocities.com



Advertise In The MML Review Magazine

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

Questions? Contact:

Laura Holloway, Communications Specialist and MML Review Editor

LHolloway@mocities.com



Join The Business Advantage Program

To take full advantage of all 2020 sponsorship benefits with the MML Business Advantage Program, reserve your sponsorship level by **Nov. 15, 2019**.

Sign up at www.mocities.com/Advantage.

Questions? Contact:

Laura Holloway, Communications Specialist: Lholloway@mocities.com, or

Emily Koenigsfeld, Event and Training Specialist: EmilyK@mocities.com.



Join As A Participating Affiliate

There are so many advantages as a Participating Affiliate that place you in touch with Missouri local government officials. Learn more on page 10.

To join MML as a Participating Affiliate, contact:

Laura Holloway, Communications Specialist

LHolloway@mocities.com



Exhibit At The MML Annual Conference

To exhibit at the MML Annual Conference, contact:

Emily Koenigsfeld, Event and Training Specialist

EmilyK@mocities.com



Connect With Missouri Municipalities



Join Us in 2020!

MML Legislative Conference

Jefferson City, Missouri
February 11-12, 2020

MML Elected Officials Training Conference

Columbia, Missouri
June 4-5, 2020

MML 86th Annual Conference

Kansas City, Missouri
September 13-16, 2020



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