

# 2019 Advertising Rates

## QUARTERLY MAGAZINE ADVERTISEMENTS

Our Alliance Advantage magazine is published in February, May, August, and November with a distribution of over 1,000. Advertisements are offered by calendar year, the annual advertising rate is for four ads.

<b>TYPE</b>	<b>SIZE</b>	<b>ANNUAL RATE</b>
<b>Business Card (B &amp; W)</b>	<b>3.5" x 2"</b>	<b>\$385</b>
<b>Quarter Page (B &amp; W)</b>	<b>3.5" x 5"</b>	<b>\$575</b>
<b>Half Page (Black &amp; White)</b>	<b>8" x 5"</b>	<b>\$825</b>
<b>Half Page (Color)</b>	<b>8" x 5"</b>	<b>\$1,175</b>
<b>Full Page (Black &amp; White)</b>	<b>8" x 10.5"</b>	<b>\$1,275</b>
<b>Full Page (Color)</b>	<b>8" x 10.5"</b>	<b>\$1,475</b>

## MEMBERSHIP DIRECTORY ADVERTISEMENTS

The 2019 Membership Directory is a professionally-printed and bound booklet published each fall 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.

<b>TYPE</b>	<b>SIZE</b>	<b>RATE</b>
<b>Inside (Color)</b>	<b>5.75" x 8.5"</b>	<b>\$750</b>
<b>Inside Back Cover (Color)</b>	<b>5.75" x 8.5"</b>	<b>\$1,000</b>
<b>Inside Front Cover (Color)</b>	<b>5.75" x 8.5"</b>	<b>\$1,500</b>
<b>Back Cover (Color)</b>	<b>5.75" x 8.5"</b>	<b>\$2,000</b>

## ARTWORK REQUIREMENTS

All advertisements must be provided as high resolution TIF, JPEG, or PNG files.  
Email completed magazine ads to Kerry Cordray at [kcordray@mpua.org](mailto:kcordray@mpua.org)  
Directory advertisements should include a 1/4 inch bleed.  
Email completed Directory ads to Konda Bentley at [kbentley@mpua.org](mailto:kbentley@mpua.org).