

Connect With Missouri Municipalities



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



Growing Our Communities Together

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

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



Reach Missouri Local Government Officials

MML By The Numbers

- Cities and Villages: **650**
- Elected Officials: **3,750**
- Non-Elected Officials: **3,180**
- Participating Affiliates: **137**
- 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 10 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
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





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 more than 650 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	\$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

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 2018

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)

2018 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)

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 more than 650 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

MISSOURI MUNICIPAL LEAGUE: *Business Advantage Program 2018*

	PLATINUM	GOLD	SILVER	EVENT
	\$10,000	\$5,000	\$3,000	\$500 (Per Event)
2018 YEARLONG BENEFITS				
MML Participating Affiliate Membership (\$450 value!)				
Member Access (Directory - Excel Sheet)				
Share Your Subject Matter (One Live MML Webinar)				
Invitation/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 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				
2018 ANNUAL CONFERENCE				
Early Exhibit Booth Registration Priority Access	One Week	Four (4) Days	Four (4) Days	
Annual Conference Exhibit Booth Space				
Sunday Evening Reception/Drink Ticket Sponsorship				
Choice of Premium Sponsored Event: <i>Sponsor receives three-five minutes to address attendees (choice based on order of sponsorship confirmation)</i>				
Choice of Sponsored Event/Promotion: <i>(choice based on order of sponsorship confirmation)</i>				
Conference Meal Tickets	4 (each meal)	3 (each meal)	2 (each meal)	
Exhibit Hall Passport Participation				
Pre-Conference Email Blast Participation				
Exhibit Hall Coffee and Break Sponsor				
2018 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, 2017.
 For questions, contact Emily Koenigsfeld, MML Event and Training Specialist, at (573) 635-9134 or EmilyK@mocities.com. Learn more at 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 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)*



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!



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 2018 sponsorship benefits with the MML Business Advantage Program, reserve your sponsorship level by **Nov. 15, 2017**.

Sign up at www.mocities.com/Advantage.

Questions? Contact:

Emily Koenigsfeld, Event and Training Specialist

EmilyK@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 2018 MML Conferences!

MML Legislative Conference

Jefferson City, Missouri

February 13-14, 2018

MML Elected Officials Training Conference

Columbia, Missouri

June 7-8, 2018

MML 84th Annual Conference

Branson, Missouri

September 16-19, 2018



Missouri Municipal League

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Jefferson City, MO 65109

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info@mocities.com

www.mocities.com