

Missouri Municipal League MEDIA KIT

- REVIEW MAGAZINE & MML WEBSITE ADVERTISING
- PARTICIPATING AFFILIATE ADVANTAGES

2024



Missouri Municipal League




1727 Southridge Dr.,
Jefferson City, MO 65109

(573) 635-9134

info@mocities.com

www.mocities.com



-  www.twitter.com/mocities
-  www.facebook.com/mocities
-  www.linkedin.com/company/mocities

MML Advertising Opportunities

MML 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 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

Display Advertising Rates (per issue)

Ad Size	One issue	Four issues	Six issues
1 page	\$690	\$585	\$535
1/2 page	\$415	\$355	\$315
1/4 page	\$260	\$220	\$185
1/6 page	\$200	\$165	\$155
Back or Inside Cover (Full Page Preferred)	\$800	\$730	\$620

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"

Closing Dates

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 15th 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.

The Review Professional Directory (Business Card Ads)

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

- **3 1/2" wide, 1" deep: \$300** (for six issues, pre-paid)
- **3 1/2" wide, 2" deep: \$500** (for six issues, pre-paid)

NEW! The Review Ad Design Services

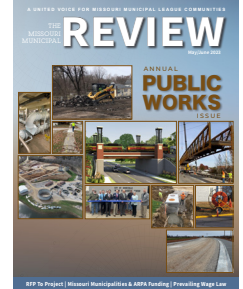
Need assistance creating your ad? We can help! MML now offers ad design services. If interested, please contact Laura Holloway at 573-635-9134 or email Lholloway@mocities.com.

Review Magazine Advertising Order Form 2024

Download this form and return to MML at www.mocities.com/ReviewMagazine.

Special Issues:

- **January:** Public Works
- **May:** Newly Elected Officials
- **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) _____

2024 Issues: (circle your issues of choice) 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)

Classified Ads: Magazine and MML Website

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

Website Classified Ad: \$45 (30 days, members)

\$90 (30 days, non-members)

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 _____

(P) 573-635-9134 | (F) 573-635-9009 | Email: info@mocities.com | Website: www.mocities.com

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, plus much more!

Participating Affiliate Benefits



Listing on MML's Participating Affiliate web page, with web link and description.



Access to attend MML's regional meetings throughout the state.



Free copy (pdf) and listing in the Annual Directory of Missouri Municipal Officials.



Discounted rates for advertising in The Missouri Municipal Review magazine.



\$250 discount on exhibit space at MML's Annual Conference.



Free subscription to The Missouri Municipal Review magazine (print and digital).



Early-bird window to choose exhibit booth placement at MML's Annual Conference.



Access to online training and recorded select trainings at a reduced member rate.



Access to MML's inquiry service for municipal information.



Access to MML's members-only resources on www.mocities.com.



Free subscription to MML's e-newsletter.



Exclusive quarterly e-newsletter sharing municipal outreach opportunities.

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