

MISSISSIPPI MUNICIPALITIES

Mississippi Municipal League, 600 E. Amite Street, Suite 104, Jackson, Mississippi 39201

Phone: 601.353.5854 Fax: 601.353-6980

www.mmlonline.com

George E. Lewis, Publisher

Shari Veazey, Editor

Robbie Brown, Assistant Editor

Dear Potential Advertiser:

Please find enclosed a 2012 media kit for *Mississippi Municipalities*, the Mississippi Municipal League's official magazine. *Mississippi Municipalities* has a circulation of approximately 3,500 and our research shows that on average three additional people other than the subscriber read each issue. Our readership includes local municipal officials in 289 cities across Mississippi along with state agency heads, state legislators and many others with an interest in municipal government.

The enclosed rate sheet will reflect rates for color and black & white ads. Ad rates have not increased since 2009. If you are an MML Associate Member, you will continue to receive a 10% discount on your ad.

The media kit contains:

- Reader Profile
- 2012 Advertising Rates
- Ad Sizes and Submission Deadlines
- Space Reservation Contract

If you are interested in advertising in *Mississippi Municipalities*, please contact our office at (601) 353-5854 or by e-mail at shari1@mmlonline.com or you may fax your completed advertising contract to (601) 353-6980.

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Circulation of *Mississippi Municipalities* is approximately 3,500. Subscribers and readers include:

Mayors
City board and council members
City attorneys
City clerks
Lobbyists
Police chiefs
Public works directors
State agency heads
State legislators
US Congressional Delegation/Staff
Building inspectors
Economic development specialists
Human resource managers
Federal agencies staff
Fire chiefs
Court clerks
City planners
Chamber of commerce staff
Municipal judges

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2012 Advertising Order Form

- MML Associate Member (Receive a 10% rate discount)
 Non-Member

<u>Color</u>	<u>1x</u>	<u>2x</u>	<u>3x</u>	<u>4x</u>
Full page	\$950	\$925	\$900	\$875
1/2 page	\$550	\$525	\$500	\$475
1/3 page	\$480	\$450	\$425	\$400
1/6 page	\$425	\$400	\$375	\$350
Professional Directory	N/A	\$225	\$200	\$150
<u>Black and White</u>	<u>1x</u>	<u>2x</u>	<u>3x</u>	<u>4x</u>
Full page	\$600	\$550	\$525	\$500
1/2 page	\$485	\$435	\$395	\$355
1/3 page	\$400	\$375	\$350	\$325
1/6 page	\$325	\$300	\$275	\$250
Professional Directory	N/A	\$150	\$125	\$100

Advertiser _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ Fax _____
 Authorized By: _____

Dimensions for *Mississippi Municipalities*:

Full Page; no bleed 7 ½ x 10
 ½ page horizontal 7 ½ x 5
 1/3 page horizontal 7 ½ x 3 3/8
 1/6 horizontal 5 x 2 3/8

Bleed Size: 8 ¾ x 11 ¼
 Trim Size: 8 ½ x 11

Miscellaneous:

- All advertising subject to approval of the publisher
- Advertiser charged for costs of typesetting or artwork performed by publisher
- Advertiser charged for costs of correcting mechanically inaccurate reproduction proofs
- Complimentary issue mailed

You are hereby authorized to insert our _____ page advertisement in *Mississippi Municipalities* for the issues indicated:

- Vol. 61, No. 1
 Vol. 61, No. 2
 Vol. 61, No. 3
 Vol. 61, No. 4

Please use previous ad from Volume _____

Please check:

- My payment is enclosed
 Please invoice me for:
 \$____ Associate member rate (10% discount)
 \$____ Non-member rate

Material to be sent

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2012 Ad Materials Deadlines*

Volume 61, Number 1
Ad Materials Deadline: February 1, 2012

Volume 61, Number 2
Ad Materials Deadline: April 2, 2012

Volume 61, Number 3
Ad Materials Deadline: June 4, 2012

Volume 61, Number 4
Ad Materials Deadline: October 5, 2012

*Ads must be submitted in JPEG or PDF format and must fit size specifications included on the enclosed contract. Ads must be submitted by the issue deadline and should be emailed to shari1@mmlonline.com or submitted on a CD-ROM.