



2024 MEDIA KIT

MISSISSIPPI MUNICIPALITIES

Mississippi Municipal League
600 E. Amite Street, Suite 104
Jackson, Mississippi 39201
Phone: 601.353.5854 Fax: 601.353.6980

 MMLONLINE.COM



[FACEBOOK.COM/MSMUNICIPALLEAGUE](https://facebook.com/msmunicipalleague)



[TWITTER.COM/MMLONLINE](https://twitter.com/mmlonline)

Dear Potential Advertiser:

Please find enclosed the 2024 advertising options and rates for *Mississippi Municipalities*, the Mississippi Municipal League's official magazine.

This media kit includes details on *Mississippi Municipalities'* readership, a 2024 advertising order form, deadlines for ad materials, and an overview of each issue's contents. As always, MML Associate Members will receive a 10% discount on your ad. If you are not an Associate Member of the League, visit the MML website for details on how to join the official organization of Mississippi's cities and towns!

In addition to the print issue published quarterly, each issue is offered digitally on our website! Not only does this increase the exposure your ads will receive, but your ad will act as a hyperlink that can be clicked to direct readers to your company's website. Alternatively, advertisers have the option to use the hyperlinked ads to open up an email pre-addressed to someone in your company.

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 290 cities across Mississippi, along with state agency heads, state legislators and many others with an interest in municipal government.

If you are interested in advertising in *Mississippi Municipalities*, please contact the MML office at (601) 353-5854, via e-mail at samantha@mmlonline.com or you may fax your completed forms to (601) 353-6980.

Shari Veazey, Publisher
Samantha Wilmoth, Editor
Robbie Brown, Assistant Editor

MISSISSIPPI MUNICIPALITIES

2024 Advertising Order Form

MML Associate Member
(Receive 10% rate discount)

Non-Member

| Color | 1x | 2x | 3x | 4x |
|------------------------|--------|--------|--------|-------|
| Full Page | \$1100 | \$1050 | \$1000 | \$950 |
| 1/2 Page | \$775 | \$750 | \$725 | \$700 |
| 1/3 Page | \$650 | \$575 | \$550 | \$525 |
| Professional Directory | N/A | \$300 | \$275 | \$250 |

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

- Vol. 73, No. 1
Ad Materials Deadline: February 16, 2024
- Vol. 73, No. 2
Ad Materials Deadline: May 10, 2024
- Vol. 73, No. 3
Ad Materials Deadline: August 9, 2024
- Vol. 73, No. 4
Ad Materials Deadline: November 8, 2024

Please check:

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

\$ _____ Non-member rate

Advertiser Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Authorized by: _____

Email _____

Dimensions for *Mississippi Municipalities*:

| | |
|------------------------|-----------------|
| Full page; no bleed | 7 1/2" x 10" |
| 1/2 page horizontal | 7 1/2" x 5" |
| 1/3 page horizontal | 7 1/2" x 3 3/8" |
| Professional Directory | 3 1/2" x 2" |

BLEED SIZE: 8 3/4" x 11 1/4"

TRIM SIZE: 8 1/2" x 11"

Miscellaneous:

- All advertising is subject to approval of the publisher
- Advertiser charged for costs of correcting mechanically inaccurate reproduction proofs
- Complimentary issue mailed after each publication

Please use previous ad from Volume _____

Material to be sent from:
Name: _____
Email: _____

MISSISSIPPI MUNICIPALITIES

2024 Ad Materials Deadlines*

Volume 73, Number 1

Ad Materials Deadline: February 16, 2024

STANDARD ISSUE CONTENTS:

- Mid-Winter Conference Overview
- Statewide Youth Leadership Summit Overview

Volume 73, Number 2

Ad Materials Deadline: May 10, 2024

STANDARD ISSUE CONTENTS:

- Annual Report
- Associate Member Marketplace
- Annual Conference Registration Information & Hotel Information
- 2nd VP Nomination Form
- Annual Conference Submission Forms (Hall of Fame, Display of Flags, Memorial, MBC-LEO Summer Conference and MMSC Golf Tournament)

Volume 73, Number 3

Ad Materials Deadline: August 9, 2024

STANDARD ISSUE CONTENTS:

- Annual Conference Overview
- List of Annual Conference Sponsors and Exhibitors
- Introduction to Incoming MML President and Hometown
- Hall of Fame Inductees and Memorial Members
- Excellence Awards Winners and Descriptions of Projects
- List of CMO Graduates
- Scholarship Recipients' Essays
- List of Incoming Board of Directors and Committee Chairmen
- Small Town Conference Registration Information

Volume 73, Number 4

Ad Materials Deadline: November 8, 2024

STANDARD ISSUE CONTENTS:

- Small Town Conference Overview
- 2nd VP Nomination Form
- MML Legislative Agenda, Team and Committee
- Mid-Winter Conference Registration Information
- Youth Leadership Summit Registration Information

*ADS MUST BE SUBMITTED IN JPEG, PNG 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 SAMANTHA@MMLONLINE.COM

MISSISSIPPI MUNICIPALITIES

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