

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

Shari Veazey, Editor

Dear Potential Advertiser:

Please find enclosed a 2009 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 288 cities across Mississippi along with state agency heads, state legislators and many others with an interest in municipal government.

The media kit contains:

- 2009 Advertising Rates
- Ad Sizes and Submission Deadlines
- Space Reservation Contract
- Reader Profile

Our annual conference issue will be Volume 58, Number 2 and will be mailed in late May. Please consider being part of this important issue. Our Annual Conference is scheduled for July 13-16, 2009 in Biloxi. We expect to have over 3,000 attendees.

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 council members/alderman
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
Interest groups
Court clerks
City planners
Chamber of commerce staff
Municipal judges

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Associate Member Rates

Black and White	1x	2x	3x	4x
Full page	\$500	\$450	\$400	\$350
1/2 page	\$350	\$330	\$300	\$250
1/3 page	\$330	\$300	\$257	\$200
1/6 page	\$275	\$240	\$200	\$175
Professional Directory	N/A	\$110	\$100	\$75

Non-Members Rates

Black and White	1x	2x	3x	4x
Full page	\$550	\$500	\$440	\$400
1/2 page	\$385	\$350	\$330	\$300
1/3 page	\$350	\$330	\$275	\$250
1/6 page	\$275	\$200	\$220	\$195
Professional Directory	N/A	\$115	\$110	\$85

Advertising Order Form

- MML Associate Member
 Non-Member

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

- Vol. 58, No. 1
 Vol. 58, No. 2
 Vol. 58, No. 3
 Vol. 58, No. 4

Please check:

- Material enclosed
 Material to be sent

Repeat previous ad from _____ issue (month/year).

Date _____

Advertiser _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Authorized By: Print _____

Authorized By _____

Dimensions for *Mississippi Municipalities*:

Full Page; no bleed 7 1/2 x 10

1/2 page horizontal 7 1/2 x 5

1/2 page vertical 5 x 7 1/2

1/3 page square 5 x 5

1/3 page horizontal 7 1/2 x 3 3/8

1/6 horizontal 5 x 2 3/8

Bleed Size: 8 3/4 x 11 1/4

Trim Size: 8 1/2 x 11

Color: Add \$150 per standard color. Add \$400 for four-color process

Bleed: Add 10% to space and color charges

Special Positions: All positions are run from book, determined at publisher's options. Special positions guaranteed at 15% premium on non-cancelable order.

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

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2009 Ad Materials/Editorial Deadlines

Volume 58, Number 1

Ad Materials/Editorial Deadline: February 15, 2009

Projected Publish Date: March 15, 2009

Volume 58, Number 2

Ad Materials/Editorial Deadline: April 3, 2009

Projected Publish Date: May 29, 2009

Volume 58, Number 3

Ad Materials/Editorial Deadline: July 30, 2009

Projected Publish Date: September 8, 2009

Volume 58, Number 4

Ad Materials/Editorial Deadline: October 16, 2009

Projected Publish Date: December 8, 2009