

Michigan Municipal Review

Municipal Marketplace Section Advertising Agreement

How to submit your materials:

- 1) Keep a copy of this contract for your records. 2) If paying by CHECK, mail a copy of this contract with your check to Michigan Municipal League, MMR Advertising, PO Box 7409, Ann Arbor, MI 48107-7409 (Do NOT send art materials to this PO Box.), or if paying by CREDIT CARD, mail a copy of this contract with payment information completed to MML Headquarters, MMR Advertising, 1675 Green Road, Ann Arbor, MI 48105 or fax form to 734-663-4496.
- 3) Send artwork by email to artwork@mml.org or on disk by mail to Jeanette Westhead, Michigan Municipal League, 1675 Green Road, Ann Arbor, MI 48105.
- 4) If you have questions, please phone the League at 734.662.3246.

For calendar year _____, beginning with the _____ issue.

Name of Firm:		
Advertising Contact Person:		Title:
Address:		
City:	State:	Zip:
Daytime Phone: ()	FAX: ()	Email:

Payment Method (Municipal Marketplace advertising must be pre-paid):

Amount Due: \$

- Check Enclosed - Check #: _____
- Visa/Mastercard/Discover/Am. Express #: _____ Exp. Date: _____

Name on Card (Print):

Signature:

Category:

- Aerial Mapping & Surveying
- Architects
- Attorneys
- Employee Benefits
- Engineers & Engineering
- Environmental Consultants
- Financial Services/Advisors
- Landscape Architects
- Management Consultants
- Planners & Planning
- Retirement
- Solid Waste & Recycling
- Software
- Surveying
- Traffic & Transportation
- Water & Wastewater
- Other _____

Size of Ad:

- Small:** 3 3/8" wide x 1 1/16" high – \$400 per year per category (\$67 per issue)
- Large:** 3 3/8" wide x 2 1/4" high – \$800 per year per category (\$134 per issue)

Artwork:

Digital artwork is required.

- Digital art provided by advertiser.** May send art on disk or email art to artwork@mml.org. Digital artwork is REQUIRED for the Municipal Marketplace section. Guidelines for submitting digital art are available at www.mml.org. Type "digital art" in the site search.
- Typesetting and design needed.** Ad copy and company logo to be emailed to artwork@mml.org. (One-time fee of \$100 per hour of portion thereof.)

How to calculate the amount due:

- 1) Select the size ad you prefer (Small or Large)
- 2) If your ad will start in the July/August issue, use the full rate (\$400 or \$800) as your starting rate. If your ad will start in any other issue, figure how many issues remain in the contract year, ending the with May/June issue. There are six total issues in the contract year.
- 3) Multiply the # of issues your ad will be in by \$67 or \$134, depending on whether you selected a small or large ad.
 - If you are at the Silver (\$500) level in The Alliance Program, you receive a 10% discount off the ad.
 - If you are at the Gold (\$1500) or Platinum (\$5000) level in The Alliance, you receive a 20% discount.
 - If you are a non-profit or state agency, you receive a 10% discount off the ad.
- 4) Finally, apply the appropriate discount.