



michigan municipal league

Advertising Agreement

the review

Display Advertising

How to submit your ad:

- ❶ Keep a copy of this contract for your records.
- ❷ Fax this contract to 734-662-8083
- ❸ Send artwork by email to artwork@mml.org
- ❹ If you have any questions, please contact Dene Westbrook at 734-669-6314

Contact Information:

Name of Firm: _____

Advertising Contact Name: _____ Title: _____

Address, City, State, Zip: _____

Telephone Number: _____ Email address: _____

Advertising Information: (circle the rate for your ad)

Size	Display Ad Frequency & Rates			Ad Size	Insertion Issues		
	1 time	3 times	6 times		<input type="checkbox"/> Inside Back	<input type="checkbox"/> Jan/Feb 2020	<input type="checkbox"/> Jan/Feb 2021
Inside back	\$1,900	\$1,805	\$1,710	<input type="checkbox"/> Full Page	<input type="checkbox"/> Mar/Apr 2020	<input type="checkbox"/> Mar/Apr 2021	
Full Page	\$1,260	\$1,197	\$1,134	<input type="checkbox"/> 1/2 Page	<input type="checkbox"/> May/June 2020	<input type="checkbox"/> May/June 2021	
1/2 Page	\$840	\$798	\$756	<input type="checkbox"/> 1/4 Page	<input type="checkbox"/> July/Aug 2020	<input type="checkbox"/> July/Aug 2021	
1/4 Page	\$525	\$498.75	\$472.50	<input type="checkbox"/> Vertical	<input type="checkbox"/> Sep/Oct 2020	<input type="checkbox"/> Sep/Oct 2021	
				<input type="checkbox"/> Horizontal	<input type="checkbox"/> Nov/Dec 2020	<input type="checkbox"/> Nov/Dec 2021	

MMR Display ads appear in full color. See marketing calendar for artwork deadlines.

Preferred Position: _____ (Add 10% to the total cost of your ad.)

Calculate Your Total

Cost Per Insertion: You will be invoiced for the amount below.

Basic ad rate per insertion (rate you circled on chart above)		\$
Add cost of preferred position (10% of rate circled on chart above)	+	\$
Subtotal	=	\$
Discount (BAP: Basic = 15%, Core = 25%, Premier = 30%, Signature Elite = 30%)**	-	\$
Total cost per insertion:	=	\$

**Discounts will be adjusted or removed if BAP status changes on any remaining insertion issues.

Authorization:

I, the undersigned, have read, fully understand and agree to the terms listed on this page and found elsewhere in the Michigan Municipal League Marketing Kit.

Signature: _____ Date: _____

Print Name: _____ Title: _____