



Michigan Municipal League

The Review Advertising

We love where you live.

The Review is the bimonthly magazine of the Michigan Municipal League, available in both print and online editions. Over 40,000 readers rely on *The Review* for valuable information about issues and trends affecting Michigan's local governments.

Review readers are the audience you most want to reach: elected and appointed officials, department heads, and decisionmakers in more than 500 cities and villages and at every level of state government.

In fact, more than 90 percent of readers with purchasing authority report that they contact *Review* advertisers when they are ready to hire a consultant or make a purchase!

Each issue of *The Review* is themed to a topic of special interest to our audience, from transportation and housing to waterfronts and downtown redevelopment—allowing you to customize your promotional materials in a way that enhances and reinforces your marketing strategy.

In addition to traditional advertising, our magazine editor will consider unpaid editorial contributions from consultants as well as local officials. Choose the direct approach with display and marketplace ads, or showcase your expertise in a column or feature article related to the issue's topic. Or combine all three for a powerful presence that can't be missed!



Advertising Discounts for Business Alliance Program participants and nonprofit groups:

- Signature Elite—30%
- Premiere—30%
- Core—25%
- Basic—15%
- Non-profit or state agency—10%

Want to learn more?

Please email advertising@mml.org



DISPLAY ADVERTISING

Display ads are full color and strategically placed throughout the magazine among the editorial content.

PREFERRED POSITIONS

Inquire about availability—add 10 percent to total cost.

DISPLAY AD FREQUENCY & RATES

(Includes both a print display ad & an online display ad)

Sizes	1X	3X (save 5%)	6X (save 10%)
Full Page	\$1,260	\$1,197	\$1,134
1/2 Page	\$840	\$798	\$756
1/4 Page	\$525	\$498.75	\$472.50

PRINT DISPLAY AD SIZES

Sizes	Width	Height
Full Page	7.5"	10"
1/2 Page Vertical	3.75"	10"
1/2 Page Horizontal	7.5"	5"
1/4 Page Vertical	3.75"	5"
1/4 Page Horizontal	7.5"	2.5"

SPECS

PDF files need to be prepared for high resolution (300 dpi) output. Fonts and images must be embedded in the file so that it can print independent of external links to the document.

Photoshop tiff or jpeg file provided that the document layers are flattened and saved as cmyk or grayscale at 300 or higher resolution.

Illustrator eps file provided that all text be converted to outline with all imported or placed images sent along with the Illustrator (eps) document. Prepare and save all files at 300 dpi, 100% (actual size) scale of reproduction scale.

NOTE: Color advertisements should be prepared in cmyk mode, black and white ads should be prepared in grayscale mode.

PROOF OF PUBLICATION

Advertisers receive with their invoice two copies of each issue carrying their advertisement.

MUNICIPAL MARKETPLACE ADVERTISING

Gain instant brand recognition with the Municipal Marketplace, an eye-catching display of business-card-style ads conveniently grouped by service category. It's a prominent feature in every issue of *The Review*.

New and renewed Marketplace ads can only be contracted for a one-year period (6 issues) beginning with the July/August issue, and must be pre-paid in full.

MUNICIPAL MARKETPLACE SIZES & RATES (print version)

Small	3 3/8" W x 1 1/16" H	\$475/year
Large	3 3/8" W x 2 1/4" H	\$950/year

FEATURE ARTICLES & COLUMNS

Articles about municipal projects or told from the municipal perspective are the most effective way to give your firm's expertise the credibility it deserves. While we do not publish promotional features on any company, and ask that consultants not refer to their company within the text, every article in *The Review* carries a byline and biography box that includes the author's name, title, company, and contact information. Each issue of *The Review* also includes several columns written by League staff or third party administrators of League services.

