



Municipal Yellow Pages  
New Advertising Agreement

michigan municipal league

(Page 1 of 2)

Display Advertising:

Display ads appear in the print version only.

Sizes	Dimensions	Cost
<input type="checkbox"/> Inside Front Cover	5 wide x 8 tall	\$1625
<input type="checkbox"/> Inside Back Cover	5 wide x 8 tall	\$1625
<input type="checkbox"/> Full Page	5 wide x 8 tall	\$775
<input type="checkbox"/> 1/2 Page Horizontal	5 wide x 4 tall	\$550
<input type="checkbox"/> 1/2 Page Vertical	2-1/2 wide x 8 tall	\$550
<input type="checkbox"/> 1/4 Page Horizontal	5 wide x 2 tall	\$420
<input type="checkbox"/> 1/4 Page Vertical	2-1/2 wide x 4 tall	\$420

FREE cross reference with display ad category:

\_\_\_\_\_

Artwork:

Digital art is required for this publication. Current imaging options are available at [www.mml.org](http://www.mml.org). Please email to [artwork@mml.org](mailto:artwork@mml.org).

**To be included in the  
Directory of Michigan Municipal Officials  
the agreement, artwork and payment in full must be  
received by December 6, 2020**

How to Calculate Your Total Cost:

Advertising in the "Municipal Yellow Pages" is not commissionable. Advertisers receive one copy of the *Directory* as proof of publication. It is mailed to the person named below. The online version may be viewed at any time at [www.mml.org](http://www.mml.org).

Full Listings (\$420 per category)		\$	
Cross Reference Listings (\$28 each, one free with a display ad.)		\$	
Display Ad(s) Art -See Rates Above	+	\$	
<b>Subtotal</b>	<b>=</b>	<b>\$</b>	
Discount: (BAP: Basic = 15%, Core = 25%, Premier = 30%, Signature Elite = 30%)	-	\$	
<b>Submit this amount with signed agreement:</b>	<b>=</b>	<b>\$</b>	

Payment by check to "Michigan Municipal League"

Charge total amount to my credit card

Type of card (circle)     Visa     Master Card     American Express

CC#: \_\_\_\_\_    Expiration Date: \_\_\_\_\_    Billing Zip code: \_\_\_\_\_

Signature: \_\_\_\_\_

Advertising Contact (for proof):

Company: \_\_\_\_\_

Contact Person: Mr. / Ms. \_\_\_\_\_

Title: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

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Advertising Agreement

How to submit your materials

Fax all completed forms to our secure fax line at 734-669-4223. If paying by check, please fax all completed forms and mail check to: Michigan Municipal League, PO Box 7409, Ann Arbor, MI 48107-7409. **PAYMENT MUST BE RECEIVED BY DECEMBER 6, 2020.**

Full Listing Categories: (\$420 per category)	Full Listing Text:	Other offices for full listings. Use additional sheet if needed:
1)	Firm Name:	
2)	Contact Person:	#1) City:
3)	Address:	Contact Person:
4)	City/State/Zip:	Address:
5)	Phone:	City/State/Zip:
6)	Fax:	Phone:
<b>Cross Reference Categories: \$28</b> per category. Cross reference listings state the name of your firm, and refer readers to the category where your first full listing appears, or the page number where your display ad appears. Cross reference listings may not be purchased alone. One is included free with the purchase of a display ad.	Email:	Fax:
	Web Site:	Email:
	Service/Market Area:	
	Description of product/service (for full listings) - limit 50-75 words. Description can be emailed to <a href="mailto:dwestbrook@mml.org">dwestbrook@mml.org</a>	#2) City:
		Contact Person:
		Address:
		City/State/Zip:
		Phone:
		Fax:
		Email:
		#3) City:
		Contact Person:
	1)	
2)		City/State/Zip:
3)		Phone:
4)		Fax:
5)		Email:
6)		
7)		#3) City:
8)		Contact Person:
9)		Address:
10)		City/State/Zip:
11)		Phone:
12)		Fax:
13)		Email:
14)		