



Michigan Municipal League

Yellow Pages

We love where you live.

The *Municipal Yellow Pages* is the only reference of its kind published specifically for local government officials. The only place you'll find it is in the Michigan Municipal League's annual *Directory of Michigan Municipal Officials*, available in both print and online editions throughout the year at mml.org.

A wide range of services—from accounting to zoning consultants—are advertised here. For over 20 years, this guide to local government suppliers has been the first source that Michigan community leaders turn to whenever they need to find a new consultant, purchase a new product, or investigate a new technology.

And we make sure the *Municipal Yellow Pages* is right at their fingertips when they need it. This handy desktop reference is mailed to cities, villages,

townships, state offices, and state and federal legislators. Municipal officials receiving the book include government leaders and key department heads and decision-makers.

The *Directory* is also a useful guide for you, with contact information on every League member, including the address and phone number for every member city/village/township hall, and a list of elected officials and key employees.

If you're not listed in the *Municipal Yellow Pages*, you're missing out on the single most important source for the municipal market. In fact, of municipal officials with purchasing authority, more than 90 percent report that they regularly refer to the *Municipal Yellow Pages*!



Want to learn more? Please email advertising@mml.org

How do I advertise?

TEXT LISTINGS

FULL LISTINGS

Our most detailed type of yellow page ad includes a 50-75 word description of your product and service, plus all your vital contact information: your firm's name, address, phone number, fax number, email and website addresses, the name of a contact person, and your service or market area.

CROSS REFERENCE LISTINGS

A cross reference for your full listing includes the name of your company and the category under which your full listing appears. One cross reference is included in the price of each display ad. For the most effective marketing, put a detailed full listing under the category that best describes your services, and put cross references under the categories that describe your specialties.

Cross reference listings may not be purchased alone. They may only be purchased to accompany a full listing or a display ad.

RATES

Repetition counts! Your full listing may appear in as many categories as you wish...or place your full listing in just one category with cross reference listings in other categories. All text listings appear in both the print and online editions.

Full Listing: \$420 per category

Cross Reference Listings: \$28 per category

DISPLAY ADVERTISING

Display ads are positioned as close to the company's full listing as possible, or near the preferred category heading. Ads are offered in a variety of sizes, from quarter-page to full page. Guidelines for submitting digital art are available at www.mml.org. Display ads appear only in the print edition. The online version is text only. Display ads include one complimentary cross reference listing. Additional cross reference listings are \$25 each.

Display Ad Sizes	Dimensions	Cost
Full Page	5" x 8"	\$775
1/2 page horizontal	5" x 4"	\$550
1/2 page vertical	2.5" x 8"	\$550
1/4 page horizontal	5" x 2"	\$420
1/4 page vertical	2.5" x 4"	\$420

COLOR

With the exception of the inside front and back covers, all display ads in the Municipal Yellow Pages are black and white or gray-scale.

DISCOUNTS

Business Alliance Program Participants:

Signature Elite—30%

Premiere—30%

Core—25%

Basic—15%



Recognized nonprofit organizations and state agencies—10%

PROOF OF PUBLICATION

As proof of publication, advertisers or their representatives receive one copy of the *Directory of Michigan Municipal Officials* which includes their print ad. Advertisers may check their online ad at www.mml.org.

