



Advertising Agreement

The Review

Display Advertising

How to submit your ad:

- ❶ Keep a copy of this contract for your records.
- ❷ Send contract and artwork by email to advertising@mml.org

Contact Information:

Name of Organization: _____

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	2 times	4 times		
Inside back	\$2,260	\$2,147	\$2,034	<input type="checkbox"/> Inside Back	<input type="checkbox"/> Summer: July/Aug/Sept 2024
Full Page	\$1,500	\$1,425	\$1,350	<input type="checkbox"/> Full Page	<input type="checkbox"/> Fall: Oct/Nov/Dec 2024
1/2 Page	\$1,020	\$969	\$918	<input type="checkbox"/> 1/2 Page	<input type="checkbox"/> Winter: Jan/Feb/March 2025
1/4 Page	\$640	\$608	\$576	<input type="checkbox"/> 1/4 Page	<input type="checkbox"/> Spring: April/May/June 2025
				<input type="checkbox"/> Vertical	
				<input type="checkbox"/> Horizontal	

Please note, The Review is no longer printing 1/4 page horizontal ads.

The Review 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 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 = 35%)**	- \$ _____
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: _____

If you have any questions, please email advertising@mml.org