



# The Review Advertising

## Rates & Specifications 2026-2027

The *Review* is the quarterly print and digital magazine of the Michigan Municipal League. Our readers are the audience you most want to reach: elected and appointed officials, department heads, and decision makers in more than 500 cities and villages.

The *Review* magazine has been in print since 1928 and has been a trusted resource on municipal subjects, including potential partners, for nearly a century.

Each issue of the *Review* features timely articles on subjects that local governments need to know. Regular topics include infrastructure projects, housing solutions, zoning, economic development, municipal finance and law, and more. Advertising alongside these popular topics puts your organization's solutions top of mind for readers.

Display ads are full color and strategically placed near interesting content and not lost in page after page of ads.

Article submissions are welcomed by League member communities and by select Business Alliance Program participants. Outside companies and organizations may not submit.

## The Review

has been a trusted resource since 1928.



Want to learn more?  
Email [advertising@mml.org](mailto:advertising@mml.org).

We love where you live.

# The Review Advertising Rates & Specs

## Pricing and Discounts

Any advertiser purchasing more than 1 advertisement receives a bulk rate discount: 5% off the price when purchasing 2 ads, 7% off the price when purchasing 3 ads, and 10% off when purchasing 4 ads.

### Price Per Ad (prices include bulk rate discounts)

Sizes	1 Ad	2 Ads	3 Ads	4 Ads
Inside Back	\$2,410	\$2,290	\$2,241	\$2,169
Full Page	\$1,595	\$1,515	\$1,483	\$1,436
Half Page	\$1,105	\$1,050	\$1,028	\$995
1/4 Page	\$695	\$660	\$646	\$626

Business Alliance Program participants receive additional discounts based on their participation level. Those discounts are calculated in the display advertising agreement. For non-profit organization/government pricing information, please contact [advertising@mml.org](mailto:advertising@mml.org).

### BAP Discounts

- Signature Elite: 35%
- Premier: 30%
- Core: 25%
- Basic: 15%

## Submission and Publication Schedule

Issue	Advertiser Submission Deadline
Winter (Jan, Feb, March)	February 15
Spring (April, May, June)	May 15
Summer (July, Aug, Sept)	August 15
Fall (Oct, Nov, Dec)	November 15

## Specs

### Display Ad Sizes

Sizes	Width	Height
Inside Back/ Full Page	7.5"	10"
Half Page	7.5"	5"
1/4 Page	3.75"	5"

Full Page 7 1/2" w" x 10" h

1/4 \_Page Vertical 3 3/4" w x 5" h

1/2 Page Horizontal  
7 1/2" w x 5" h

**PDF files** must be prepared for high resolution (300 DPI) output. Fonts and images must be embedded in the file so that ads 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 DPI or higher resolution.

**Illustrator EPS or .AI file** provided that all text be converted to outline with all imported or placed images sent along with the Illustrator (EPS or .AI) document. Prepare and save all files at 300 DPI, 100 percent (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

Along with their invoice, advertisers receive two copies of each issue carrying their advertisement.