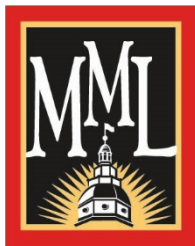


Opportunities for you to connect with local government in Maryland through the Maryland Municipal League *the only statewide association of Maryland's cities and towns.*

Your message. Our members. MML connects you.

Municipal Maryland Magazine Media Kit



THE
MARYLAND
MUNICIPAL
LEAGUE

Who is MML?

The Maryland Municipal League represents Maryland's 157 municipal governments and two special taxing districts. A voluntary, nonprofit, nonpartisan association controlled and maintained by these city and town governments, the League works to strengthen the role and capacity of municipal government through research, legislation, technical assistance, training and the dissemination of information to its members. Founded in 1936, MML is the only organization in Maryland composed solely of municipal officials and devoted to the promotion of all branches of municipal administration. Major policies are determined by vote of the delegates at the annual convention and implemented by a 31-member governing body elected from among the municipal delegates. By cooperating through the League, the cities and towns provide for themselves a research program and a legislative voice which would be impossible for them singularly.

The primary objectives of MML are:

- **Legislation** – sponsoring statewide municipal legislation, involvement with all bills affecting municipalities and representing members' municipal viewpoint to the Legislature
- **Intergovernmental Relations** – through staff and volunteer expertise, MML acts as liaison between municipal governments and county, state and federal governments
- **Technical Assistance and Research** – expert help in areas of municipal concern such as charter revision, ordinance development, federal and state programs, personnel administration and municipal management
- **Conferences and Training** – annual Summer and Fall Conferences, chapter, committee, department and regional meetings and training to foster idea exchange and education on municipal issues, roles and more
- **Insurance and Benefit Programs** – through pooling and service negotiation, MML members receive services that include pooled liability insurance, group health insurance and workers' compensation insurance

Connect to Local Government Through the Maryland Municipal League with these options!

- **Municipal Maryland magazine** has been the go-to resource for Maryland's cities and towns for 70 years. Published and distributed to more than 2,000 recipients every two months, advertisers receive both print and interactive digital benefits. Contact [Jessica Alvarez](#) for details.
- **Membership Directory** is the only online resource with contact information for all 157 municipalities in Maryland and averages more than 1,000 unique visitors each month. Launched in 2012, the directory has experienced 80%+ growth in viewers. Ads are available where you can showcase your business and link to your website. Contact [Sharon Easton](#) for details.
- **Annual Summer and Fall Conference Sponsorships and Exhibits** are key opportunities for both face-to-face networking and showcasing your products or services to MML leadership through exhibits, sponsorship or advertising. The Summer Conference draws more than 1,800 municipal attendees with more than 240 exhibitors. The Fall Conference attracts an average audience of 250 including MML leadership, state legislators and legislative committee members. Contact [Steve Lopes](#) or [Kevin Connors](#) for more information.
- **E-Bulletin** member newsletter reaches 2,700 local, county, and State recipients and is distributed weekly during legislative sessions and biweekly the rest of the year.
- **Annual Conference Programs** are another great advertising vehicle for business partners who want to reach those in municipal government in Maryland. For details, contact [Steve Lopes](#) or [Kevin Connors](#) at MML.
- **Business Associate Program** is another way you can reach MML's members. Contact [Sharon Easton](#) to find out how.
- **Special MML Strategic Partner Program** – a special high-level recognition program for businesses to show their support for MML's mission. Call [Felicia Bañuelos](#) to find out how to join this exclusive program.
- **Annual MML Legislative Reception** – is a great opportunity to meet with state legislators. Held at the Calvert House in Annapolis on opening day of the legislative session, this event draws over 200 people each year. For more information on this exclusive event, contact [Kevin Connors](#).



Municipal Maryland Magazine Advertising

Municipal Maryland is the official publication for the Maryland Municipal League and the League's primary communication vehicle with its members, partners and others interested in keeping up with issues, information, education and updates for the state's city and town governments. The magazine is mailed to more than 2,000 members and subscribers with readership estimated as triple that with the high pass-along rates historically experienced.

The magazine is published six times per year and averages about 32 pages per issue. Since 2019, *Municipal Maryland* is offered as both a printed and an interactive digital publication with page-flip and click-through capabilities including the ability for readers to click on advertisements to the advertisers' home page or other destination.

Municipal Maryland magazine is seen as the hallmark of the Maryland Municipal League and has been published for more than 70 years.

What's Unique About *Municipal Maryland* Magazine?

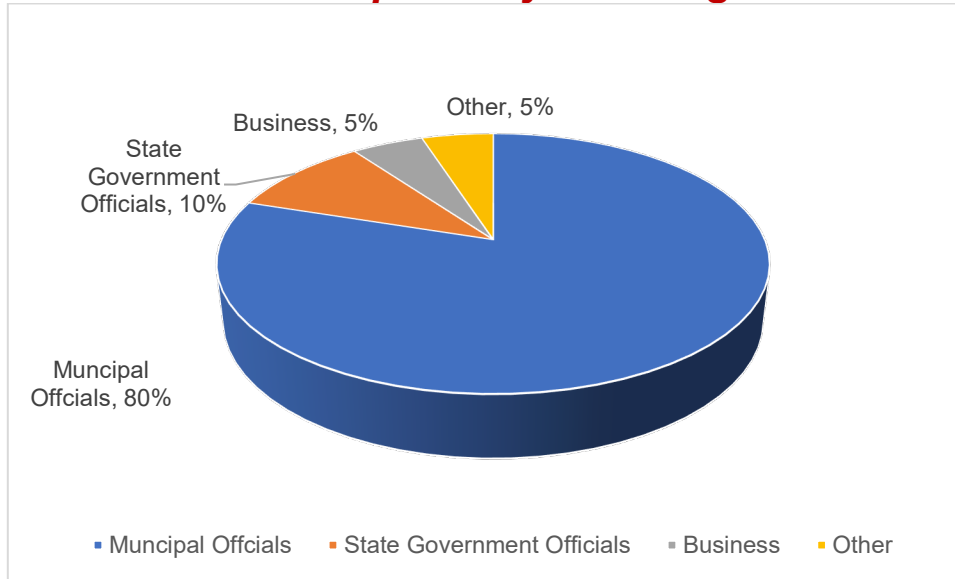
- **Over half of our readers/subscribers have received the magazine for more than 10 years**
- **Both local and state legislators, other officials and their staff read and keep *Municipal Maryland* in their offices year round**
- **Advertisers are encouraged to also submit articles for consideration to be published in the magazine which are informative/educational on topics of interest to municipal readers**
- ***Municipal Maryland's* shelf life and pass-along value is extensive due to the topics which are often evergreen in nature and provide critical information and training to municipal officials and staff**
- **The magazine is archived on the [MML website](#) from 2012 and referenced frequently. Copies since 1948 are still retained in the MML Library.**



“If you want to reach Maryland’s municipal government leaders, put your message in *Municipal Maryland!*”

Patty Baltazar, Marketing and Operations Manager, Van Eperen

Who reads *Municipal Maryland Magazine*?



Issues and Deadlines:

- January/February (deadline for materials December 10)
- March/April (deadline February 15)
- May/June (deadline April 15)
- July/August (deadline June 15)
- September/October (deadline August 15)
- November/December (deadline October 15)

Municipal Maryland Magazine Print Advertising Requirements

- Preferred Format: Press-optimized high-resolution Adobe PDF, Adobe Illustrator (all text converted to outlines) or Adobe Photoshop with all fonts and images embedded. Images should be a minimum 300 DPI (halftones) and 1200 DPI (line art) in TIFF, EPS or PDF formats. Embed all fonts and set to CMYK.
- Mechanicals – Printing process may be sheet fed offset or digital. Trim size is 8.5” x 11”. Binding is saddle-stitched.
- For all bleeds, create page layout to trim size, then add .125” bleed to all four sides. All critical design, type and copy elements must stay within the live area dimensions.
- We can’t accept Pagemaker or Corel files.
- If your artwork is over 5MB, to submit via email, please compress/zip file first. Questions about sending, call (703) 851-6570.

- Camera-ready artwork must be provided and set to the appropriate ad dimensions below:

2020 Municipal Maryland Advertising Options and Rates:
includes interactive digital version of each issue

Municipal Maryland Magazine – Advertising Rates

AD SIZE	1X	3X	6X
Full Page	\$750	\$720	\$700
2/3 rd s Page	\$610	\$590	\$570
½ Page	\$560	\$540	\$500
1/3 rd Page	\$460	\$440	\$400
¼ Page	\$360	\$340	\$320

Print Ad Dimensions

Full Page with Bleed	8.5	11
Full Page without Bleed	7.25	9.875
2/3 Page Vertical	5.0	9.875
½ Page Vertical	3.625	9.875
½ Page Horizontal	7.5	4.750
1/3 Page Vertical	2.375	9.875
1/3 Page Horizontal	7.5	3.25
¼ Page	3.75	5.0
Business Card	3.5	2.0

Digital AND Print Work Together to Get Your Message Delivered!

- Did you hear that print isn't "dead" at all? We have. And we're glad. Digital is great, too, and that's why *Municipal Maryland* magazine is both digital and print.
- Digital gives our advertisers increased SEO (Search Engine Optimization) and increases the magazine's pass-along value significantly.
- According to a survey by Association Media & Publishing 91% of associations polled said members prefer flagship publications with both print and digital communications but print still reigns supreme as preferred format at 75%.
- The Naylor Association Solutions Group says a printed magazine consistently ranks as the second most valued communications channel for membership groups, following conferences and events.
- In a September 2018 Freeport Press survey, 52% of responders said they didn't read digital magazines and of those, 22% spent up to 10 minutes reading. Only 21% said they didn't read print magazines and of those, 17% spent up to 10 minutes. 35% spent up to 30 minutes and 8% spent more than 60 minutes reading.
- The Association of Magazine Media's recent survey found that more than 60% of readers took action in response to a print magazine ad.
- Marketing Sherpa published that 82% of people say that print magazine ads are most [trustworthy](#) for making decisions about purchasing.

So, don't wait. Sign up now to advertise in Municipal Maryland!



THE MARYLAND MUNICIPAL LEAGUE
The Association of Cities and Towns

Advertising Insertion Order

Advertiser Name: _____

Agency, if Applicable: _____

Primary Contact/Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Email: _____ Phone: _____

Authorization Signature: _____

Billing Contact (if different): _____

Your Ad Specs: *(Please check)*

Size: _____ Full Page _____ 2/3 Page _____ 1/2 Page _____ 1/4 Page _____ Business Card (6x only)

Special Placement Request: (if available) _____ Inside Front Cover _____ Inside Back Cover
_____ Back Cover

Insertion Issues: _____ **# Times**

_____ January/February _____ March/April _____ May/June

_____ July/August _____ September/October _____ November/December

Special Instructions: _____

Signature: _____



THE
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Municipal Maryland Magazine Advertising Agreement

Please complete all the information on the Advertising Insertion Order and return, with your signature signifying agreement with the terms and conditions below

Deadlines: Copy must be submitted by published deadlines. If new copy isn't received, management has the right to reprint the last ad received. Editors have the right to approve any copy and to refuse publication if determined misleading or inappropriate. Management also has the right to refuse to accept advertising from sources not applicable or appropriate to subscribers. If copy is not received due to error in address, MML cannot be held responsible. You are advised to phone (703) 851-6570 to ensure receipt of your materials. MML will not send proofing copies due to publishing time constraints nor is MML responsible for perfect print reproduction. With the exception of the inside front and back cover and back cover positions, MML can't guarantee position for your ad.

Payment: Payment for your ad is due within 30 days after the date of the invoice. If MML has collection problems, we reserve the right to reexamine or terminate the contract following due notification that the account must be paid in full. If a contract is cancelled prior to the closing date of insertion, advertisers will be required to pay the difference for all published insertions. No cancellations are accepted after the publication has gone to design.

Rates: If MML changes the advertising rates, current advertisers contracted rates are protected through the duration of the contract.

Terms and conditions: These terms and conditions are considered to be part of the agreement between the Maryland Municipal League and the advertiser. Your signature indicates that you agree.

Signature: _____ Date: _____