

# WEB SITE ADVERTISING & RATES



Get Your Message  
to Municipal  
Buyers Online!



Maine Municipal Association  
60 Community Drive  
Augusta, ME 04330

1-800-452-8786  
207-623-8428  
[www.memun.org](http://www.memun.org)

The Online Products & Services Directory is linked from menus on every page of the site and is a major focus of our featured "Do Business With MMA" page. Ads throughout the site also promote our sponsoring advertisers to our members.

The Online Products & Services Directory provides municipal officials and employees with an opportunity to shop for services and products - when they need them. The Online Products & Services Directory averaged over 15,000 hits last year. The MMA site itself averages more than 8,000,000 hits per year.

For just **\$175.00 per year**, your company or firm can have a Directory listing of either:

1. a link going directly to your web site; or
2. a linked page highlighting your municipal services or products with either contact information and/ or a link to your own web site (No web site yet? This is the choice for you!); and
3. a linked company logo with your listing.

## Website Advertising Rates

**Linked listing** in MMA's Online Products & Services Directory. FREE linked graphic/icon (110 by 53 pixels, GIF, 72 dpi, maximum file size 15K, no rotation).

**Price:** \$175.00 annual fee (12 month contracts only)

**Large Banner Sponsorship** in random rotation limited to 3 per page. FREE linked listing in the P&S Directory. FREE linked graphic/icon.

**Price:** \$125/month. Minimum run is 3 months.

**Small Button Banner Sponsorship** or buttons on our five most frequently visited pages or an area of choice, is limited to no more than 2 on any page. FREE linked listing in the P&S Directory. FREE linked graphic/icon.

**Price:** \$75/month. Minimum run is 3 months.

## AD SPECS



### Standard Large Banner Sponsorship:

120 x 240 "tower,"  
GIF or JPEG, 72 dpi,  
no more than 256 colors,  
maximum file size 50K,  
maximum loop frequency for  
animated banners is three  
times



### Standard Small Button Banner Sponsorship:

120 by 100 pixels, GIF or JPEG, 72 dpi,  
no more than 256 colors, maximum file size 25K,  
maximum loop frequency for animated banners is  
three times