

# REACH DECISION MAKERS

2023 MEDIA KIT

MAINE TOWN & CITY

MAINE MUNICIPAL  
DIRECTORY

ONLINE PRODUCTS  
& SERVICES DIRECTORY

MAILING LISTS

ADVERTISING & EXHIBITING

PATRON MEMBERSHIP

**MAINE MUNICIPAL  
ASSOCIATION • SINCE 1936**

60 Community Drive

Augusta, ME 04330

1-800-452-8786 | 207-623-8428

[www.memun.org](http://www.memun.org)



**2022-2023**

**MAINE MUNICIPAL  
DIRECTORY**

AN ANNUAL PUBLICATION OF THE  
MAINE MUNICIPAL ASSOCIATION



**Maine  
Town & City**

The magazine of the Maine Municipal Association

NOVEMBER 2023



**POTHOLES & POLITICS**

**MMA takes its podcast  
on the road.**



# DO BUSINESS WITH MMA

## MARKETING & ADVERTISING OPPORTUNITIES

There is no better way to promote your business, products, and services to municipal government decision-makers than through the Maine Municipal Association. Opportunities to connect with municipal leaders are bountiful, ranging from advertising in our publications to exhibiting at annual events.

## ANNUAL CONVENTION

The convention, held in the fall of each year, brings together more than 500 municipal officials from over 200 municipalities for two days of workshops, seminars, discussions, meetings and opportunities to visit with exhibitors.

## TECHNOLOGY & INNOVATION CONFERENCE

The Municipal Technology & Innovation Conference provides a wealth of new educational offerings to members, including workshops looking at various technology topics such as broadband access, cyber security, new energy and digital literacy and inclusion. Exhibitor and program sponsorship opportunities are also available.

## HR & MANAGEMENT CONFERENCE

Tight municipal budgets in Maine create increased challenges for municipal elected officials, managers, human resource directors, supervisors and department heads. As a result, municipalities are more concerned than ever about technology in the workplace; employee benefits; reducing costs of services and optimizing employee performance; recruitment and retention; diversity, equity, and inclusion; and compliance, which are some of the topics discussed at this annual conference.

## ONLINE PRODUCTS & SERVICES DIRECTORY

Linked throughout MMA's website, this directory provides a one stop shopping opportunity for vendors seeking to promote products and services to municipal leaders.

## MAINE TOWN & CITY MAGAZINE

MMA's monthly magazine, Maine Town & City, is circulated to over 4,000 subscribers 11 months each year and is available for viewing on MMA's website at no additional cost to municipal officials and the public.

## MAINE MUNICIPAL DIRECTORY

In January, MMA publishes a directory containing information about each of Maine's 486 communities, including contact information for elected and appointed municipal officials. It is a highly sought out publication that serves as a valuable resource not only for the hundreds of government agencies and companies that do business with municipalities, but also for the municipal officials who use the directory to contact businesses that support MMA. All advertisers receive a complimentary printed copy of the directory and access to an electronic version, which is updated periodically.

## MMA WEBSITE

MMA's website provides municipal officials with around-the-clock access to information, including access to our Products & Services Directory. Of note, a modernized version of the website will be launched in 2023.

## ADDED VALUE!

A full PDF version of the Maine Town & City, as well as the Municipal Directory, is available on the MMA website for members. So, your ad is seen in print as well as online...that's at least twice the exposure!!

# PATRON MEMBERSHIPS

MMA patron status is open to citizens, students, and professionals in the public and private sectors that have an interest in local government. The Association offers three categories of patron status – individual, professional, and business – that provide differing levels of access to MMA products, information, and educational programs.

All levels provide patrons membership rate access to training programs, publications, and manuals describing the various aspects of local government and the responsibilities of elected and appointed officials. Patrons are also afforded several opportunities to network with municipal officials and exhibit at annual conferences. **Please note: discounts for advertising and exhibiting are not included in patron memberships.**

Additionally, professional and business patrons are provided complimentary access to the password area of the MMA website, and for a fee, access to the data collected in the annual salary survey.

Please note that this program does not afford patrons a vote or formal involvement in MMA's policy development or adoption process. Patrons are not eligible for technical support, legal or personnel advisory services, nor can they participate in the self-funded, group insurance programs offered by the Association.

## INDIVIDUAL PATRON

**Annual Fee: \$75 per person**

Suited for interested citizens, former municipal officials, college professors, and students of government.

## PROFESSIONAL PATRON

**Annual Fee: \$250 per person**

Suited for those individuals who have a business interest or professional relationship with municipal government, including municipal attorneys, engineers, accountants, consultants, and professional trainers. Individuals representing private businesses are also eligible for this patron category.

## BUSINESS PATRON

**Annual Fee: \$600.00 per organization**

Suited for organizations, companies or businesses that have a business interest or professional relationship with municipal government.

Rates current as of 11/1/2022 and subject to change.

## FOR MORE INFORMATION

Please visit the MMA website:

<https://www.memun.org/About-Us/Membership>

**Questions??**

**Contact Kate Dufour:**  
**[kdufour@memun.org](mailto:kdufour@memun.org)**  
**or 207-623-8428 x2213**

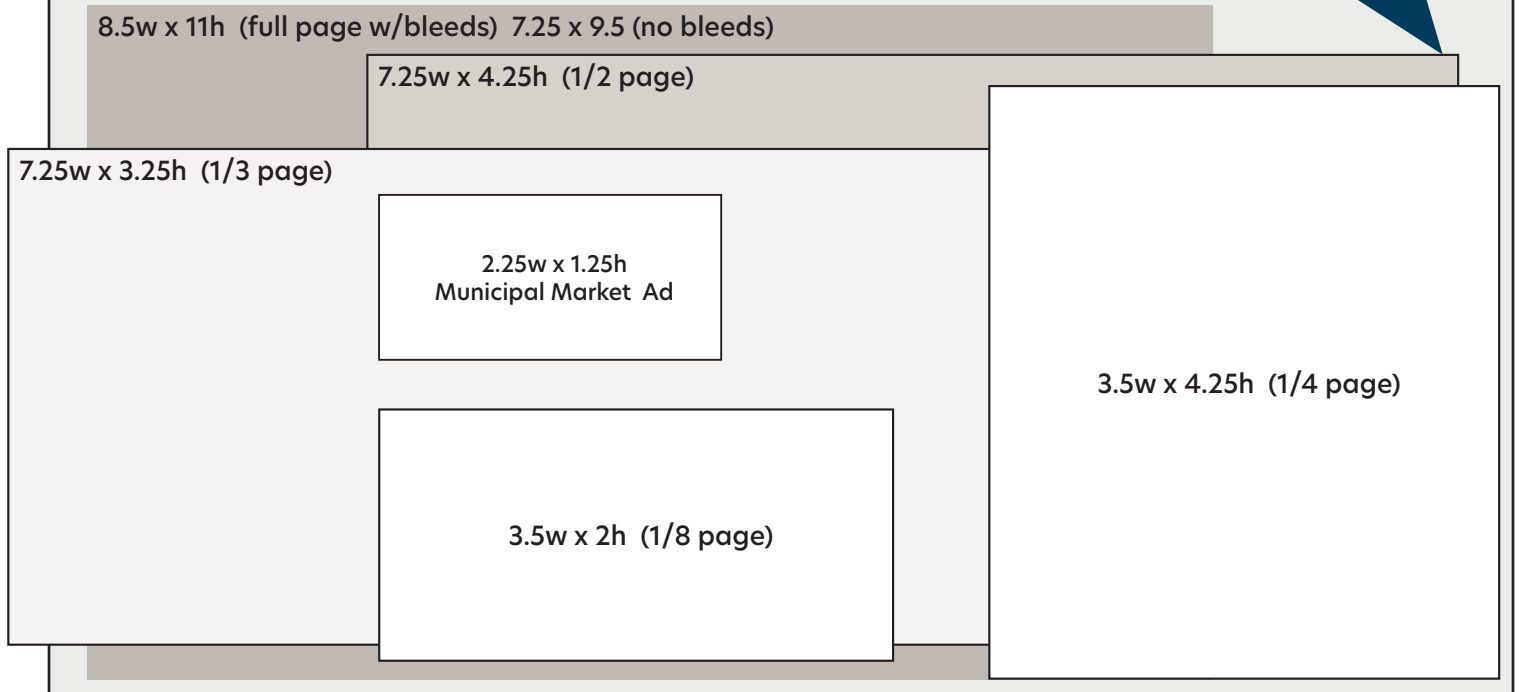


# MAINE TOWN & CITY MAGAZINE

## NEW RATES & SIZES

BW/COLOR/INSERTION RATE/AD SIZE					MECHANICAL REQUIREMENTS		
INSERTION	\$ 1x	\$ 3x	\$ 6x	\$ 11x	AD MECHANICS	WIDTH	HEIGHT
SIZE	BW / 4COLOR	BW / 4COLOR	BW / 4COLOR	BW / 4COLOR			
FULL PG	450 / 800	425 / 775	400 / 750	375 / 725	FULL PAGE	7.25	9.5
1/2	275 / 600	255 / 580	230 / 555	215 / 540	FULL PAGE W/ BLEEDS	8.625	11.25
1/3	185 / 485	170 / 470	155 / 455	140 / 440	1/2 PAGE HORIZONTAL	7.25	4.25
1/4	155 / 430	140 / 415	125 / 400	115 / 390	1/3 PAGE HORIZONTAL	7.25	3.25
1/8	120 / 370	110 / 360	95 / 345	85 / 335	1/4 PAGE VERTICAL	3.5	4.25
(NEW) MUNICIPAL MARKET AD					1/8 PAGE HORIZONTAL	3.5	2
BW \$500 (annually) paid up front or COLOR \$950 (annually) paid up front					MUNICIPAL MARKET	2.25	1.25
COVER ADS: FULL PAGE/4C ONLY							
Inside Front Cover: \$850   Inside Back Cover: \$850   Back Cover: \$1,050					<div>Questions??</div> <div>Contact Sue Bourdon: sbourdon@memun.org or</div>		
Call Sue to reserve. To hold your spot, advertiser must sign and agree to special terms of 11-month contract. Cover placement is 4c only.							

## NEW MECHANICAL REQUIREMENTS (VISUALS BELOW ARE FOR ORIENTATION ONLY AND ARE NOT TO SCALE)



# Maine Town & City

## 2023 ADVERTISING CONTRACT

### ADVERTISING

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact \_\_\_\_\_ Email \_\_\_\_\_

### BILLING

Contact: \_\_\_\_\_ Email \_\_\_\_\_

**PLEASE INVOICE ME:** \_\_\_\_\_ Monthly \_\_\_\_\_ Up front

### SPECIFICATIONS

#### SIZE:

\_\_\_\_\_ Full  
\_\_\_\_\_ 1/2  
\_\_\_\_\_ 1/4  
\_\_\_\_\_ 1/3  
\_\_\_\_\_ 1/8  
\_\_\_\_\_ 1/16

#### MONTHS:

\_\_\_\_\_ JAN  
\_\_\_\_\_ FEB  
\_\_\_\_\_ MAR  
\_\_\_\_\_ APR  
\_\_\_\_\_ MAY  
\_\_\_\_\_ JUN  
\_\_\_\_\_ JUL

#### INSERTION:

\_\_\_\_\_ 1x  
\_\_\_\_\_ 3x  
\_\_\_\_\_ 6x  
\_\_\_\_\_ 11x

\_\_\_\_\_ A/S  
\_\_\_\_\_ OCT  
\_\_\_\_\_ NOV  
\_\_\_\_\_ DEC  
\_\_\_\_\_ ALL

\_\_\_\_\_ BW

\_\_\_\_\_ 4C

### GENERAL INFORMATION

Maine Town & City publishes 11 issues per year.  
(The Aug-Sept issue is a combined issue).

#### CONTRACTS

Contracts begin with the January issue of *Maine Town & City* magazine. There must be a signed contract in place to guarantee ad space.

#### PRODUCTION SCHEDULE

Ads are due on the last day of the previous month. If no new ad is forthcoming by the due date, we will reprint the last ad published. To submit an ad, email to Sue at sbourdon@memun.org. PDF format is preferred, if you decide to advertise in full color, be certain images and all colors are CMYK.

#### BILLING

Invoices will be emailed to advertisers following each issue in which an advertisement is placed. Please be sure to include an email address. Advertisers receive a complimentary copy of the issue in which the ad is printed.

#### ACCEPTANCE OF ADVERTISING:

We understand that the Editor of the *Maine Town & City* magazine has the right to approve any copy submitted for publication and in the event that it is misleading or unsuitable for publishing in this type of magazine, the ad will be refused.

Signature \_\_\_\_\_

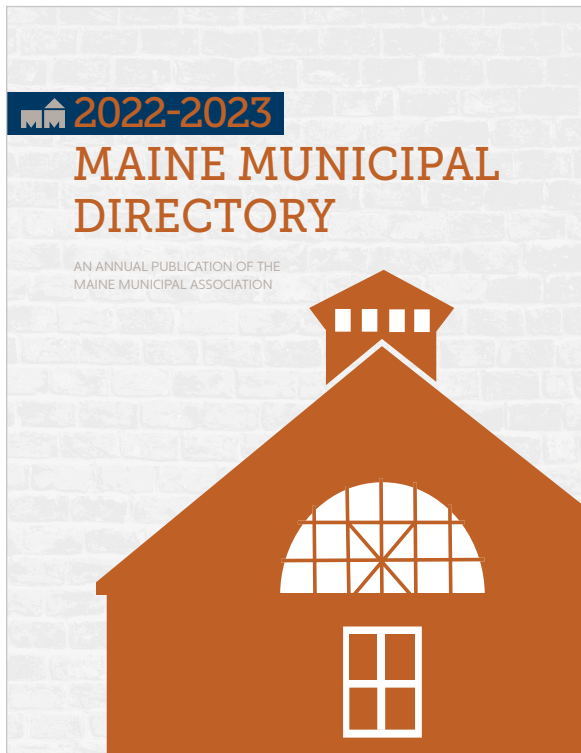
Date \_\_\_\_\_

Your signature indicates that you have read and agree to the terms stated in the Media Kit.

Questions??

Contact Sue Bourdon:  
sbourdon@memun.org  
or 207-623-8428 x2298

# MAINE MUNICIPAL DIRECTORY



Full Page: 7w x 9.5h  
BW - \$450  
4C - \$ \$700

Half Page: 7w x 4.625h  
BW - \$300  
4C - \$550

## GENERAL INFORMATION

Production of the Directory begins in December at which point businesses will be invited to advertise. The Directory is published in February.

## BILLING

Invoices will be emailed to advertisers following confirmation of their order. All advertisers qualify receive a complimentary printed copy of the directory and access to an electronic version, which is updated periodically.

## SUBMITTING ARTWORK

Email to: [sbourdon@memun.org](mailto:sbourdon@memun.org)

- Artwork must be supplied electronically.
- PDF format preferred.

## Questions??

Contact Sue Bourdon:  
[sbourdon@memun.org](mailto:sbourdon@memun.org) or  
207-623-8428 x2298

## MUNICIPAL DIRECTORY RATES

Examples to the left show orientation only and are not to scale.

**Form will be available online.**

## Cover Positions:

*Please call Sue to reserve.*

Inside Front Cover - 4c....\$850

Inside Back Cover - 4c.....\$850

Back Cover - 4c.....\$1,050

# ONLINE ADVERTISING

## TARGETED MAILING LISTS

Current lists of municipal officials' mailing addresses in Maine's 486 communities are maintained by the Maine Municipal Association and are available at a cost of \$20.00 plus 10¢ per label (pressure sensitive) or per name for an electronic list.

Label orders will be filled within (3) three working days. Electronic list orders will be filled within (2) two working days. Add \$10.00 for same day orders. Mailing lists and labels can be ordered according to municipal TITLE or municipal FUNCTION. Selectivity by county and/or population is available (these lists must be ordered by phone: 207-623-8428).

Although lists are updated daily, it should be noted that the rapid turnover of municipal officials in Maine communities may cause a small degree of inaccuracy in the lists.



### QUESTIONS??

Contact Central Services  
Department  
207-623-8428

## ONLINE ADVERTISING RATES

### LINKED LISTING .....\$150/ANNUAL FEE

- MMA's Online Products & Services Directory
- FREE linked company logo/graphic/icon
- 110 by 53 pixels, GIF, 96 dpi, maximum file size 15K
- No rotation

### LARGE BANNER .....\$125/MONTH

- Home page/random rotation
- Minimum run of 3 months
- FREE linked listing in the Products & Services Directory and linked graphic/icon
- 120 x 240 "tower," GIF or JPG, 96 dpi, no more than 256 colors, maximum file size 50K

### SMALL BUTTON BANNER .....\$75/MONTH

- Home page/random rotation
- Minimum run of 3 months
- FREE linked listing in the Products & Services Directory and linked graphic/icon
- 120 by 100 pixels, GIF or JPG, 96 dpi, no more than 256 colors, maximum file size 25K

120 x 240

**TOWER AD**

Best for current  
site layout

120 x 100

**SMALL  
BUTTON  
AD**

**Questions??**

Contact Carol Weigelt:  
[resourcecenter@memun.org](mailto:resourcecenter@memun.org)  
or 207-623-8428 x2219