

# CONNECT with Missouri Municipalities

# 2024

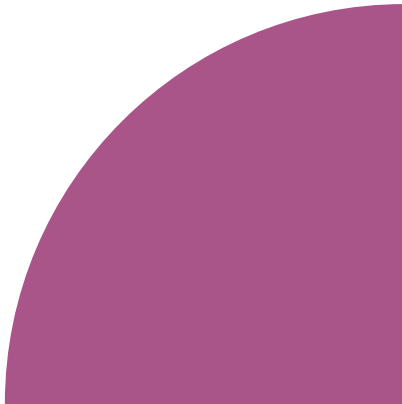


- ADVERTISING OPPORTUNITIES
- BUSINESS ADVANTAGE PROGRAM
- ANNUAL CONFERENCE EXHIBITORS
- PARTICIPATING AFFILIATE ADVANTAGES





# ***Helping You*** Reach Missouri Local Government Officials ***While You Help*** Missouri Communities Thrive

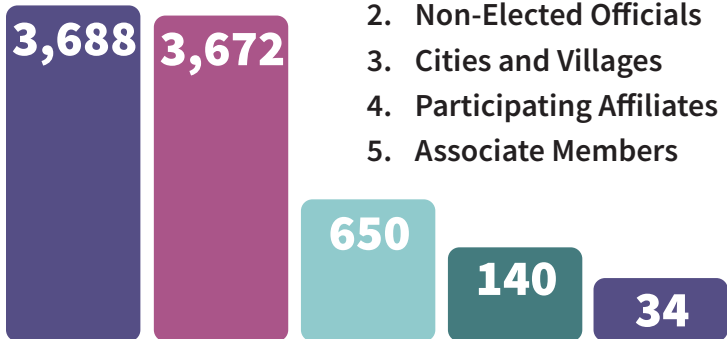


- **MML ADVERTISING OPPORTUNITIES**
- **MML BUSINESS ADVANTAGE PROGRAM**
- **MML ANNUAL CONFERENCE EXHIBITORS**
- **MML PARTICIPATING AFFILIATE ADVANTAGES**



# Engage Missouri Local Government Decision Makers

## MML By The Numbers



1. Elected Officials
2. Non-Elected Officials
3. Cities and Villages
4. Participating Affiliates
5. Associate Members

## Did You Know?



## Regional Meetings

**When:** Approximately 15 per year  
**Where:** Throughout Missouri  
**Attendees:** 30-100



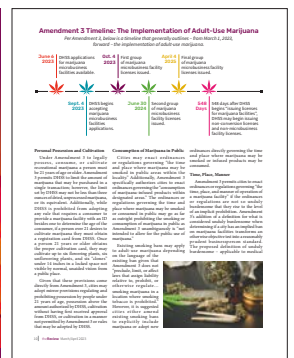
## MML Review Magazine

Published six times per year

**Print:** 2,600

**Email:** 6,000+

Educational articles accepted for consideration by editorial board. Advertising information is located on pages 6-7.



## Other Resources

**MML Website:** [www.mocities.com](http://www.mocities.com)

**MML E-newsletter:** emailed to 6,000+ members

**MML Mobile App:** On-the-go event and information resource

**MML Webinars:** Live and on demand

**Online Training:** Self-paced and on demand

**MML City View Podcast**





# MML Conferences

*Make an impact at each of these events and more throughout the year when you join MML's Business Advantage Program in 2024! Learn more on page 8.*

## MML Legislative Conference

**When:** February 20-21, 2024

**Where:** Jefferson City, Missouri

**Attendees:** 200-250

Attendees meet with state legislators, network and learn about proposed legislation that affects Missouri cities.



## MML Elected Officials Training Conference

**When:** June 6-7, 2024

**Where:** Columbia, Missouri

**Attendees:** 250-300

Attendees learn the latest information about the most pressing topics they face in local government. The constant changes in local issues makes this event valuable for both newly elected and experienced officials.



## MML Annual Conference

**When:** September 15-18, 2024

**Where:** Branson, Missouri

**Attendees:** 600-700

**Exhibitors:** 140+

**Sessions:** 25+

The MML Annual Conference is MML's largest event, featuring expert speakers, a large exhibit hall, the MML Annual Business meeting, awards luncheon and more. The exhibit hall is a central gathering place for MML Annual Conference delegates. It features a Grand Opening Reception on Sunday evening, as well as a morning coffee break, box lunch and popcorn & prizes on Monday.

**Did You Know?**

Participating Affiliates receive **\$250 off** Annual Conference exhibit space!



# MML Advertising Opportunities

## MML Review Magazine Advertising

*The Missouri Municipal Review* is the official magazine of the Missouri Municipal League and has been published continuously since 1935 for officials actively engaged in policy and local government administration. The League is composed of nearly 650 member municipalities representing 3.9 million Missourians. *The Review* features six issues per year, with more than 6,600 print and digital issues sent to all elected and appointed municipal officials, associate members, and participating affiliates. The annual subscription is \$30.

### Additional Specifications

**Trim Size:** 8 1/2 x 11

**Printing Method:** Offset

**Full-page bleed size:** 8 5/8 x 11 1/8

**Halftone:** 150 screen or finer

**Binding:** Saddle-stitched

**Stock:** 70 lb. matte finish

### Display Advertising Rates (per issue)

Ad Size	One issue	Four issues	Six issues
1 page	\$690	\$585	\$535
1/2 page	\$415	\$355	\$315
1/4 page	\$260	\$220	\$185
1/6 page	\$200	\$165	\$155
Back or Inside Cover (Full Page Preferred)	\$800	\$730	\$620

### Specifications

Page Unit	Width (inches)	Depth (inches)
1 page	7 1/4"	10"
1/2 page	7 1/4"	4 7/8"
1/4 page	4 3/4"	3 3/4"
1/6 page	7 1/4"	1 5/8"

### Closing Dates

Closing date for advertising space order is the 10th of month prior to the date of issue. Closing date for ad materials and classified ads is the 15th of the month prior to date of issue.

### Advertising Material

High-resolution PDF, EPS or TIFF image file format (300 dpi or better) for Windows via email.

All supplied material is subject to destruction within one year after its last use unless previously instructed otherwise.

### The Review Professional Directory (Business Card Ads)

Advertise your firm's product or service in a business card layout.

- **3 1/2" wide, 1" deep: \$300** (for six issues, pre-paid)
- **3 1/2" wide, 2" deep: \$500** (for six issues, pre-paid)

### NEW! The Review Ad Design Services

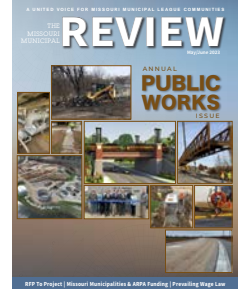
Need assistance creating your ad? We can help! MML now offers ad design services. If interested, please contact Laura Holloway at 573-635-9134 or email [Lholloway@mocities.com](mailto:Lholloway@mocities.com).

# Review Magazine Advertising Order Form 2024

Download this form and return to MML at [www.mocities.com/ReviewMagazine](http://www.mocities.com/ReviewMagazine).

## Special Issues:

- **January:** Public Works
- **May:** Newly Elected Officials
- **July:** MML Annual Conference



## Missouri Municipal Review Display Advertising

**Size:** \_\_\_\_\_ **Frequency:** \_\_\_\_\_ **Participating Affiliate:** Yes No

**Rate:** (deduct 5 percent if you are a Participating Affiliate with MML) \_\_\_\_\_

**2024 Issues:** (circle your issues of choice) January March May July September November

## The Review Professional Directory (six issues, pre-paid)

Circle choice below:

**3 1/2 wide, 1" deep: \$300 (for six issues, pre-paid)**

**3 1/2 wide, 2" deep: \$500 (for six issues, pre-paid)**

## Classified Ads: Magazine and MML Website

**Magazine Classified Ad: \$45** (flat fee per insertion)

**Website Classified Ad: \$45** (30 days, members)

**\$90** (30 days, non-members)

Prefer high-resolution PDF, EPS or TIFF image file format for Windows. Email to [Lholloway@mocities.com](mailto:Lholloway@mocities.com).

### Mail payments to:

Missouri Municipal League, 1727 Southridge Dr., Jefferson City, MO 65109

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

Address \_\_\_\_\_

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

Contact Person \_\_\_\_\_ Title \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

All advertisements are subject to the approval of the publisher. Advertising agencies and advertisers assume liability for all content of advertisement printed, and also assume responsibility for any claims arising therefrom made against the publisher. The publisher reserves the right to place the word "advertisement" with advertising copy that, in the publisher's opinion, resembles editorial matter.

Signature \_\_\_\_\_ Company \_\_\_\_\_ Date \_\_\_\_\_

(P) 573-635-9134 | (F) 573-635-9009 | Email: [info@mocities.com](mailto:info@mocities.com) | Website: [www.mocities.com](http://www.mocities.com)

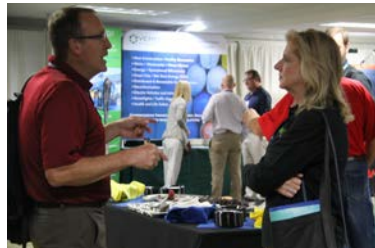
# MML Business Advantage Program

## Connect. Engage. Support.

The Missouri Municipal League is 90 years strong in service as a united voice for Missouri's local government officials. Through training, legislative advocacy or the many resources members rely upon, partners and sponsors play a vital role in what MML can provide to help Missouri municipal officials serve their citizens.

Your support impacts MML services and MML members.

MML's Business Advantage Program is the most comprehensive way to connect, engage and support 650 Missouri member municipalities throughout the entire year.



## The Business Advantage Program Offers You:

- ✓ Yearlong recognition to help you develop connections with municipal officials and staff.
- ✓ A targeted approach allowing you to choose from several sponsorship levels.
  - ✓ A streamlined way to build solid relationships with Missouri communities throughout the entire year.

**TOGETHER, WE CAN IMPROVE THE QUALITY OF LIFE FOR MISSOURI CITIZENS THROUGH STRONG, VIBRANT COMMUNITIES.**

Learn More At: [www.mocities.com/Advantage](http://www.mocities.com/Advantage)



# MML Business Advantage Program 2024

SPONSORSHIP LEVELS:	PLATINUM	GOLD	SILVER	BRONZE
	\$12,000	\$6,000	\$4,000	\$2,000
<b>2024 YEARLONG BENEFITS</b>				
MML Participating Affiliate Benefits (\$500 value!)				
Member Access (Member Directory - Excel format)				
Share Your Subject Matter (One Live MML Webinar)				
Complimentary Registration to MML Regional Meetings (excludes West Gate region)	2	2		
Complimentary Registration(s): Legislative Conference and Elected Officials Training Conference	4	3	2	
Sponsor Listing on MML Event Mobile App	All	All	All	All
Recognition on Conference Packet/Envelope	Logo	Logo	Name	Name
Recognition on Pull-up Banners: MML Conferences	Logo	Logo	Name	Name
Recognition on Pull-up Banners: Regional Meetings	Logo	Logo	Name	n/a
Conference Program Recognition: Legislative Conference and Elected Officials Training Conference				
Recognition by Presider: Legislative Conference and Elected Officials Training Conference				
Logo placement on MML Website Sponsor Page				
<b>2024 ANNUAL CONFERENCE</b>				
Early Exhibit Booth Registration Priority Access	Based on order of sponsorship registration within sponsorship level.			n/a
Annual Conference Exhibit Booth Space				
Sunday Evening Reception/Drink Ticket Sponsorship				
<b>Choice of Exclusive Premium Sponsored Event:</b> <i>Sponsor receives three-five minutes to address attendees (choice based on order of sponsorship confirmation)</i>				
<b>Choice of Exclusive Sponsored Event/Promotion:</b> <i>(choice based on order of sponsorship confirmation)</i>				
Sponsored Event: Exhibit Hall Coffee and Break				
Sponsored Event: Coffee & Conversation				
Conference Registration (includes Annual Banquet)	4	3	2	
Exhibit Hall Game Participation				
Pre-Conference Email Blast Participation				
Floor Cling placed in exhibit aisle in front of booth				
Wi-Fi Sponsorship: Packet flyer w/ sponsor logo & wi-fi code				
<b>2024 PUBLICATIONS</b>				
Advertising in MML Review Magazine (published bi-monthly)	1/2 page, 6 issues	1/4 page, 6 issues	15% discount	
Logo & Profile Listing in MML Member E-Newsletter, 1 issue				
Sponsor Level Recognition in MML Review	3 Issues	3 issues	3 issues	3 issues

To receive full benefits listed, reserve sponsorship level by Nov. 15, 2023. Contact: (573) 635-9134 or [www.mocities.com/Advantage](http://www.mocities.com/Advantage)

# MML Participating Affiliate Program

MML Participating Affiliates have access to a wide array of communication opportunities with MML municipalities. Join as an affiliate to enjoy the benefits below, or take advantage of the MML Business Advantage Program that includes all Participating Affiliate advantages, plus much more!

## Participating Affiliate Benefits



*Listing on MML's Participating Affiliate web page, with web link and description.*



*Access to attend MML's regional meetings throughout the state.*



*Free copy (pdf) and listing in the Annual Directory of Missouri Municipal Officials.*



*Discounted rates for advertising in The Missouri Municipal Review magazine.*



*\$250 discount on exhibit space at MML's Annual Conference.*



*Free subscription to The Missouri Municipal Review magazine (print and digital).*



*Early-bird window to choose exhibit booth placement at MML's Annual Conference.*



*Access to online training and recorded select trainings at a reduced member rate.*



*Access to MML's inquiry service for municipal information.*



*Access to MML's members-only resources on [www.mocities.com](http://www.mocities.com).*



*Free subscription to MML's e-newsletter.*



*Exclusive quarterly e-newsletter sharing municipal outreach opportunities.*

**Contact Laura Holloway at 573-635-9134 or email [Lholloway@mocities.com](mailto:Lholloway@mocities.com) to begin sharing your service with Missouri communities!**

# Connect Your Business Today!

[www.mocities.com](http://www.mocities.com) | (573) 635-9134 | [info@mocities.com](mailto:info@mocities.com)



## Advertise In The MML Review Magazine

To advertise in the MML Review Magazine, return the form on page 7 to MML or reserve online!

Questions? Contact:

**Laura Holloway, Communications and External Affairs Director, and  
MML Review Editor: [LHolloway@mocities.com](mailto:LHolloway@mocities.com)**



## Join The Business Advantage Program

To take full advantage of all 2024 sponsorship benefits with the MML Business Advantage Program, reserve your sponsorship level by **Nov. 15, 2023**.

**Sign up at: [www.mocities.com/Advantage](http://www.mocities.com/Advantage)**

Questions? Contact:

**Laura Holloway, Communications and External Affairs Director:  
[Lholloway@mocities.com](mailto:Lholloway@mocities.com),  
or Emily Koenigsfeld, Event/Training Manager: [EmilyK@mocities.com](mailto:EmilyK@mocities.com)**



## Join As A Participating Affiliate

There are so many advantages as a Participating Affiliate that place you in touch with Missouri local government officials. Learn more on page 10.

To join MML as a Participating Affiliate, contact:

**Laura Holloway, Communications and External Affairs Director:  
[LHolloway@mocities.com](mailto:LHolloway@mocities.com)**



## Exhibit At The MML Annual Conference

To exhibit at the MML Annual Conference, contact:

**Emily Koenigsfeld, Event/Training Manager: [EmilyK@mocities.com](mailto:EmilyK@mocities.com)**



# Connect With Missouri Municipalities



## Join Us in 2024!

### MML LEGISLATIVE CONFERENCE

Jefferson City, Missouri

February 20-21, 2024

### MML ELECTED OFFICIALS TRAINING CONFERENCE

Columbia, Missouri

June 6-7, 2024

### MML 90TH ANNUAL CONFERENCE

Branson, Missouri

September 15-18, 2024

## Missouri Municipal League

1727 Southridge Dr., Jefferson City, MO 65109

(573) 635-9134 | [info@mocities.com](mailto:info@mocities.com) | [www.mocities.com](http://www.mocities.com)

