



LEAGUE OF MINNESOTA CITIES ADVERTISING & BUSINESS ALLIANCE PROGRAM

2017



WWW.LMC.ORG/REACHCITIES

NO PRICE INCREASES FOR 2017!

PICK & CHOOSE

OR

JOIN & GET EVEN MORE!

ADVERTISING OPPORTUNITIES

Reach staff and officials at more than 830 Minnesota cities when you advertise with LMC.



Web Sidebar Ads

The LMC website is our most-used resource with nearly one million visits each year. It's also the League's most convenient, easy, and affordable advertising option and helps you reach our most engaged members on a daily basis. And in 2017, ads will appear on more than 700 pages site-wide!



Cities Vendor Guide

City officials use this online directory to find the products and services they need. Improved for 2017, League members can now more accurately search by name/keyword or category for a listing of relevant vendors.



Directory of Minnesota City Officials

A comprehensive desktop reference of key contact information for all Minnesota cities, this resource is used all year long by city officials and staff, as well as state legislators, state agency staff, and businesses.



Minnesota Cities Magazine

Every issue of the bimonthly *Minnesota Cities* magazine reaches more than 6,800 city officials and staff. As the only Minnesota magazine focused exclusively on cities, no publication is better at putting your advertising in the hands of your current and potential customers.



Annual Conference Exhibit Hall

Held June 14-16 in Rochester, the League's 2017 Annual Conference will be a jam-packed educational gathering of city officials from around the state. Connect with hundreds of city decision-makers and demonstrate what you have to offer by reserving exhibit space.

BOOTHS FILL UP QUICKLY, SO RESERVE EARLY!

LMC Business Alliance members receive priority discounted or complimentary space.

BUSINESS ALLIANCE PROGRAM

Exclusive sponsorship opportunities designed to promote a true partnership between our cities and industry representatives.



Business Leadership Council (BLC)

\$11,500/year
Nonprofit rate \$9,500/year

Our premium membership provides you with unprecedented advertising and engagement opportunities. Business Leadership Council (BLC) members receive all of the benefits of a Business Partner and also become subject matter experts for the League and our members. If your organization joins the BLC, you will have opportunities to provide content for LMC publications, trainings, and conferences. Additionally, BLC participants will meet during the year with LMC staff and board members. No other opportunity can position your organization more closely to Minnesota cities.

Business Partners \$6,850/year

In addition to the same benefits provided to Business Associates, Business Partners also receive generous, complimentary advertising (both in print and online), an Annual Conference exhibit booth, and an opportunity to submit content for one *Cities Bulletin* newsletter article that highlights your expertise and knowledge to city staff and officials.

Business Associates \$1,650/year

Our basic membership provides your organization with special recognition in League publications and on our website. Business Associates also receive great discounts, free access to our research and information service, and complimentary publications.

VISIT WWW.LMC.ORG/REACHCITIES

Kari Smoley at marketing@lmc.org
or (651) 215-4064.



PROMOTE YOUR SERVICES!

YOU HAVE THE TOOLS CITIES NEED & THE LEAGUE HAS MANY OPPORTUNITIES FOR YOU TO TELL THEM!

SIGN UP TODAY! WWW.LMC.ORG/REACHCITIES

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BUSINESS ALLIANCE PROGRAM SPONSORSHIP & BENEFITS

BENEFITS	BUSINESS LEADERSHIP COUNCIL	BUSINESS PARTNER	BUSINESS ASSOCIATE
Quarterly Business Leadership Council (BLC) meetings including briefings from League staff, hot topics roundtables, etc.	●		
Two receptions with LMC Board of Directors	●		
Access to Annual Conference BLC room	●		
Contribute content to LMC conferences, trainings, webinars, and blogs	●		
RFP alerts, news, and LMC updates via BLC listserv	●		
Social media promotion to LMC followers	●		
Use of League BLC logo in your advertising/brochures/website	●		
Content publication in <i>Minnesota Cities</i> magazine	●		
Opportunities to provide expertise to LMC staff and members	●		
LMC website sidebar ad	●	Discount	Discount
Listing in the Cities Vendor Guide on the League website	●	●	
Content publication in <i>Cities Bulletin</i> e-newsletter	●	●	
Rotating Partner highlight on website/ <i>Cities Bulletin</i> e-newsletter	●	●	
Featured advertising in the LMC Events app	Full Page	Half Page	Discount
Advertising in <i>Directory of Minnesota City Officials</i>	Full Page	Qtr. Page	Discount
Advertising in <i>Minnesota Cities</i> magazine	4x Half Page	2x Half Page	Discount
Complimentary classified and job ad posting on League website	10	2	Discount
LMC Salary & Benefits Survey access	Full Access	1 list	Discount
LMC member mailing list access	Unlimited	1 list	Discount
Annual Conference exhibit booth	1 Free	1 Free	Discount
Annual Conference registrations	4 Free	2 Free	Discount
Registrations at all other LMC trainings and conferences	2 Free	Discount	Discount
Copies of all League publications	4	2	1
Recognition in LMC publications, website	●	●	●
Access to LMC Research & Information Service	●	●	●
Access to exclusive event/activity sponsorships*	●	●	●

Exclusive opportunities for Business Alliance Program Members! *

Only Business Alliance Program members can purchase exclusive sponsorship opportunities, including special exposure at events and activities, as well as conferences and trainings throughout they year.



LET CITY DECISION-MAKERS KNOW YOU HAVE THE TOOLS THEY NEED TO SUCCEED!



League of Minnesota Cities
145 University Ave. West
St. Paul, MN 55103-2044

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PROMOTE YOUR SERVICES TO MINNESOTA CITIES!

By participating in the League of Minnesota Cities' (LMC's) Advertising and Business Alliance Program, you can reach city staff and officials all across our state the way *you* want. There's a whole host of ways to promote your services online, in print, or in person at the level that works for your budget!

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or (651) 215-4064.**



League of Minnesota Cities (LMC) is the largest and most relied-upon municipal membership organization in the state and has been dedicated to promoting excellence in local government since 1913. We serve more than 830 member cities through education and training, policy development, risk management, advocacy, and other services. We are the go-to resource for decision-makers in Minnesota cities.