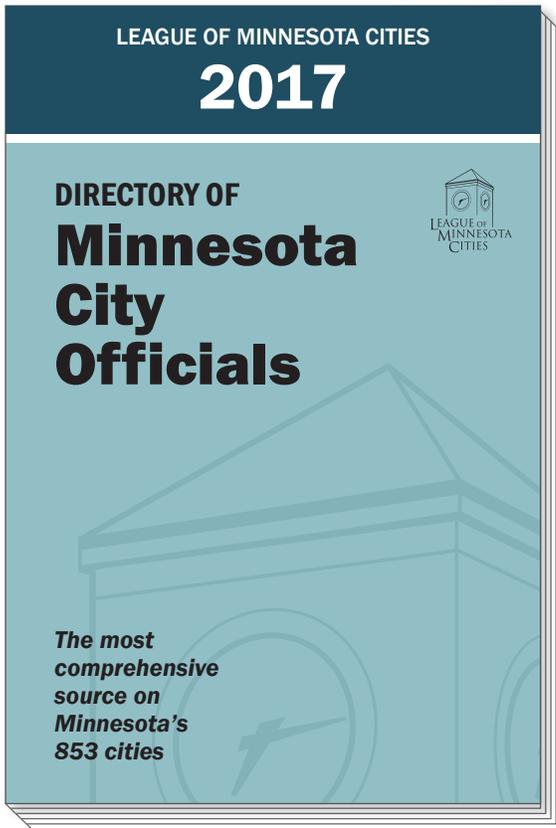


ADVERTISE IN THE *DIRECTORY OF MINNESOTA CITY OFFICIALS*



DIRECTORY OF MINNESOTA CITY OFFICIALS

ADVERTISING OPPORTUNITY



PUT YOUR AD RIGHT INTO THE HANDS OF YOUR BEST POTENTIAL CUSTOMERS.

If you're looking for advertising with staying power, the *Directory of Minnesota City Officials* is an essential resource with a year-round shelf life. A true desktop reference, both city and state officials and staff—as well as businesses statewide—consistently rely on this indispensable guide.

The *Directory of Minnesota City Officials* is the **only** place you'll find comprehensive information and contacts for **all** Minnesota cities, and the League is the only entity that compiles this data.

RESERVE YOUR AD SPACE EARLY!

Deadline for ad submission is January 25, 2017.

2017 RATES

Process Color (4-color)			
AD DIMENSIONS (LIVE AREA)	WIDTH	HEIGHT	RATE
Back cover	4-1/2"	7-1/2"	\$2,490
Inside covers	4-1/2"	7-1/2"	\$2,120

Black and White			
AD DIMENSIONS (LIVE AREA)	WIDTH	HEIGHT	RATE
Full page	4-1/2"	7-1/2"	\$840
1/2 page	4-1/2"	3-3/4"	\$630
1/4 page	4-1/2"	1-7/8"	\$435

- Publication date is April 2016
- Trim size of the Directory is 5.5" x 8.5"
- See application for acceptable formats for ad submission

PROMOTE YOUR SERVICES!



YOU HAVE THE TOOLS CITIES NEED. TELL THEM!

NO PRICE INCREASES FOR 2017!



SIGN UP TODAY! WWW.LMC.ORG/REACHCITIES

For more information, contact Jason Little at jlittle@lmc.org or (651) 215-4030.



APPLICATION FOR 2017 ADVERTISING

DIRECTORY OF MINNESOTA CITY OFFICIALS

Organization		
Contact		
Address		
City	State	Zip
Telephone		
Email		
Ad size to reserve		
<input type="checkbox"/> Pick up ad from 2016 Directory	<input type="checkbox"/> New artwork (see column at right for ad submission requirements)	

Fees—pre-payment required: (Make check payable to League of Minnesota Cities)	
Full page ad	\$
1/2-page ad	\$
1/4-page ad	\$
Back cover ad	\$
Inside front cover or inside back cover	\$
Business Alliance Program member discount (subtract 10%)	— \$
TOTAL	\$

Terms:

- LMC Business Alliance Program members receive a 10% discount. Only complete this application to upgrade advertising beyond Alliance sponsorship package.
- If after space has been reserved a cancellation is necessary, the advertiser will still be responsible for the cost of the space.
- No advertising will run without a signed application and payment.
- All advertising subject to review; acceptance of advertising does not constitute an endorsement by the League of Minnesota Cities, nor does it represent an opinion about the quality of your organization's products or services.
- All rates are net.

Ad submission requirements:

- **Preferred format for ad submission:** EPS, TIFF, and PDF (saved at high resolution, 300 dpi); all fonts converted to outlines (or embedded) and all images embedded.
- **Email** files to Jason Little at marketing@lmc.org (email attachments must be smaller than 10MB).
- **Mail** CD or flash drive with a hard copy proof to Jason Little at address below.

Mail this completed application with payment by January 25, 2017 to:

League of Minnesota Cities
ATTN Jason Little
145 University Avenue West
St. Paul, MN 55103-2044

I agree to the terms above, and I authorize this advertising application:

Name (please print) _____

Signature _____ Date _____



For any questions or more information about advertising in the *Directory of Minnesota Officials*, please contact Jason Little at jlittle@lmc.org or (651) 215-4030.