



THE MUNICIPAL

www.themunicipal.com

The Premier MAGAZINE FOR AMERICA'S MUNICIPALITIES

Bridging the gap between the Municipal Departments and Vendors

Media Planner

Rate Card Effective
June 2015

THE MUNICIPAL

The Premier Magazine for America's Municipalities

April 2015

The Fire Issue

INSIDE:

Lifesaving public outreach
Restoring helmets to honor
fallen firefighters
Stopping drugs at the
northern border



THE MUNICIPAL

The Premier Magazine for America's Municipalities

January 2015

Waste & Water Management

INSIDE:

BMP's stormwater
solution
How much energy are you
throwing away?
Minn. city turns waste-
land into unique asset



CITY MANAGERS | FACILITY MANAGERS

POLICE | FIRE | RESCUE

PARKS | UTILITY/PUBLIC WORKS

STREET/HIGHWAY | TRANSPORTATION/FLEET

The Municipal Reaches City Managers, Street/Highway Departments, Parks, Utility/Public Works, Transportation/Fleet, Fire/Rescue, Police

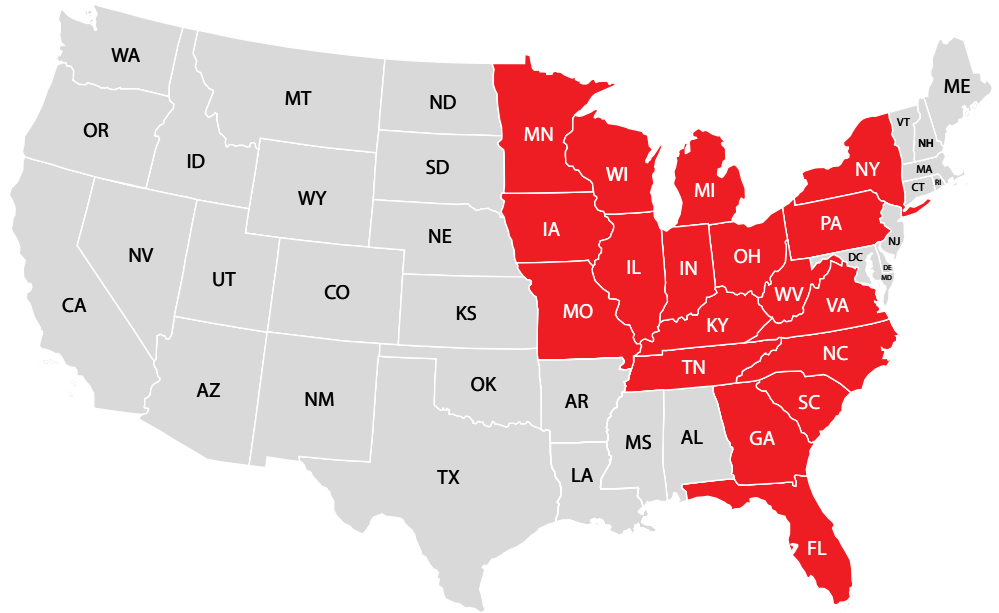
Welcome to

THE MUNICIPAL

In today's market, municipalities must be informed of all the choices available to make cost effective purchasing decisions.

We encourage buyers to use this publication to assist in their search for the best products and services available.

By bringing buyers and sellers together we hope to help our municipalities operate more efficiently.



Distribution

Indiana, Ohio, Michigan, Minnesota, Iowa, Missouri, Illinois, Wisconsin, West Virginia, Pennsylvania, Tennessee, Kentucky, New York, North Carolina, South Carolina, Georgia, Florida and Virginia

THE MUNICIPAL
www.themunicipal.com

A Division of The Papers Incorporated

PO Box 188 • 206 S. Main Street
Milford, IN 46542-0188
866-580-1138 • Fax: 800-886-3796

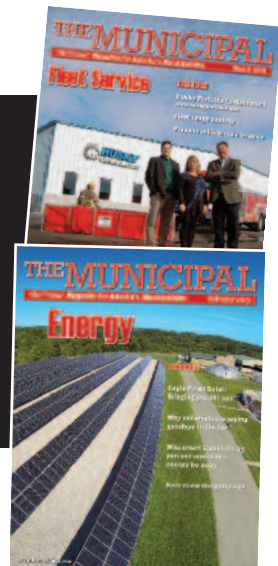
Buyers & Decision Makers:

City Managers
Street/Highway Department
Parks
Utility/Public Works
Transportation/Fleet
Fire/Rescue
Police
Facility Managers

Mailed Direct

Printed in full color
on gloss paper

Every issue online at
www.themunicipal.com



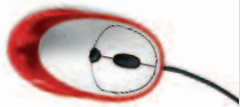
Display Advertising Rates

	1x rate	3x rate	6x rate	9x rate	12x rate
Back Cover 7.875" w x 10.375" h	\$2,045	\$1,920	\$1,800	\$1,735	\$1,670
Inside Front Cover 7.875" w x 10.375" h					
Inside Back Cover 7.875" w x 10.375" h	\$1,800	\$1,670	\$1,550	\$1,490	\$1,425
Two Page Spread 16.25" w x 10.125" h	\$3,010	\$2,890	\$2,765	\$2,560	\$2,350
Full Page 7.875" w x 10.125" h	\$1,670	\$1,550	\$1,425	\$1,360	\$1,300
1/2 page Horizontal 7.875" w x 4.937" h					
1/2 page Vertical 3.812" w x 10.125" h	\$1,050	\$975	\$900	\$870	\$835
1/4 page Horizontal 7.875" w x 2.375" h					
1/4 page Vertical 3.812" w x 4.937" h	\$605	\$535	\$505	\$490	\$470

All above rates are per issue and include 4-color advertising (CMYK).

www.themunicipal.com

Website Advertising



Find us on



Under Header Position Banner • \$185 per month
(Rotates, 4 Available — 728x90 pixels)

Side Banners • \$135 per month
(Rotates Position Vertically — 336x280 pixels)

Bottom Banner • \$105 per month
(Rotates, 4 Available — 728x90 pixels)

Ad Specs

**Full
Page**

**1/2
Horizontal**

**1/2
Vertical**

**1/4
Vertical**

**1/4
Horizontal**



Product Spotlight

SNYDER'S TRACTOR & EQUIPMENT

www.worldwideweb.com



Limited Offer!
Get 0% FINANCING
for 72 MONTHS
Contact us for details!


2367 Washington St.
Georgetown, TN
555-555-5555

1/8 page
Spotlight Ad Size
3.625" w x 2.125" h

1x rate	3x rate	6x rate	9x rate	12x rate
\$250	\$220	\$190	\$175	\$160

All rates are per-issue and include full-color advertising

Classifieds



2008 Tradesmen Tool Trailer

8' wide x 15' long, fiberglass ext., int. work benches & shelves, ext. storage doors & adj. shelves. 10,400# GVWR, radials. **\$14,495**

WWW.WEBSITE.COM • OPEN 7 DAYS
CANTON, MI • 555-555-5555

Your Ad Here 3.875" w x 1.25" h

Ads will be seen by
OVER 2 MILLION
page views on
AUTORV.COM

Pricing

One Issue	\$65
Consecutive Months	\$45

Submitting Your Ad

Your Municipal account executive will be happy to help with any question concerning your ad placement. Following are some guidelines to assist you in the process. We can compose your ad or you may submit it electronically. **THE MUNICIPAL** is digitally composed on Macintosh Computers. Submit ads as .tif, .eps, or .pdf files. ASCII (generic text) may be submitted via email or on CD/DVD. Contact your account executive for guidelines on preparing ads electronically. Graphics for ads can be emailed as PDF files to your account executive. If you have any questions, give us a call and we'll walk you through it. All images supplied must be 300 dpi. Notify your account executive that you'll be submitting your ad.

Credit Policy

New accounts are asked to pay in advance. Credit extended to accounts only with reliable references. Statements must be paid within 30 days of billing date. A service charge of 1-1/2% per month will be applied to unpaid balances of 60 days or more, representing an annual percentage rate of 18%.

Advertising Position

Position is not guaranteed, although we will make every effort to meet requests. When an advertisement appears on a certain page or location, no guarantee is given that such a position will continue for additional insertions. The advertiser will not be notified prior to publication if we find it necessary to run ad elsewhere.

Conditions Governing Advertising

Advertiser and/or advertising agent assumes all liability for advertisement published (including illustrations, text, claims, etc.) and agrees to assume any and all responsibility for claims occurring therefrom against **THE MUNICIPAL**. **THE MUNICIPAL** reserves the right to refuse or cancel any advertising that is considered offensive, misleading or detrimental to the public, the magazine or another advertiser and to edit advertising at its discretion.

Ad Proofs

Ad design and composition are free services provided to you when you purchase an advertisement for **THE MUNICIPAL**. "Free" is limited to one ad design and proof. Revisions beyond a second proof may result in additional charges at \$80 per hour billed in 15 minute increments.

Cancellations

Display advertisements set up but cancelled prior to first insertion will be charged at one third (1/3) the cost of the ad. The cancellation deadline is the same as the advertising deadline.

Tear Sheets

All of our publications are now available on our website in page form. Simply visit www.themunicipal.com, pull up the appropriate issue, locate the page containing your ad and print it out in your office at your convenience. Proof of publication along with the entire publication is at your fingertips.

Errors in Advertising

In the event of error, **THE MUNICIPAL** will be responsible for the first insertion only. Errors which are not the fault of the advertiser will be rectified by republishing without charge that part of the advertisement which was in error. Claims for errors in advertisements allowed for first insertion only, and all claims must be made within 30 days. **THE MUNICIPAL** shall be under no liability by reason of omissions of any advertisement ordered for publication.

Commissionable Rate

Approved agency discounts (15% maximum) allowed on open rate only. Other rates shown are net.