

THE MARYLAND MUNICIPAL LEAGUE **MEDIA OPPORTUNITIES**



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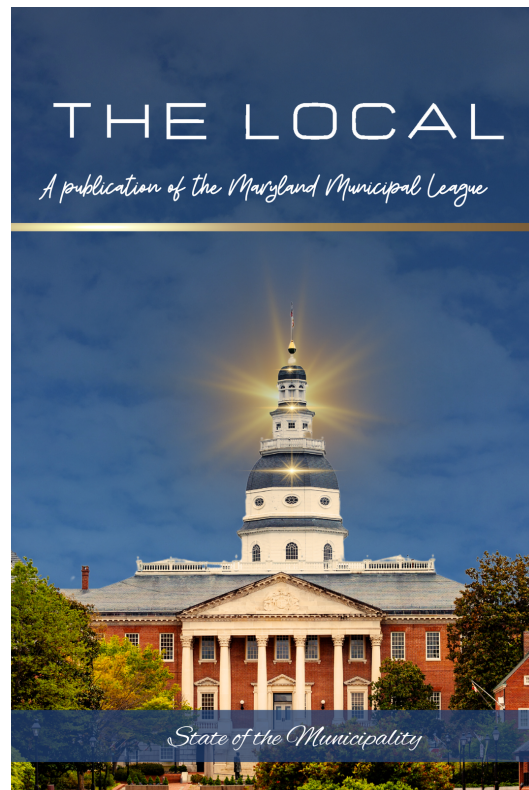
THE LOCAL

The Local is the official magazine for the Maryland Municipal League and the League's in-depth communication vehicle with members, legislators and staff, business and organizations and others interested in keeping up with issues, information, education, and updates for local governments. The premiere, full-color 30+ page print digital magazine also features a reaching of 2,800 subscribers.

The magazine is published quarterly and averages about 32 pages per issue. Since 2019, advertisers reach the municipal marketplace via printed and interactive digital publication with page-flip and click-through capabilities including the ability for readers to click through to your website.

The Local is seen as the hallmark of the Maryland Municipal League and has been published for more than 70 years.

- Over half of our readers have received the magazine for more than 10 years!
- Both local and State legislators, other officials and staff read and keep The Local in their office year round for guests.
- The Local's shelf life and pass-along value is extensive due to the topics which are often evergreen in nature and provide critical information and training to municipal officials and staff.



The Association of Magazine Media's recent survey found that more than 60% of readers took action in response to a print magazine ad.

ADVERTISING SPECS

Ad Size	1x	2x	3x	4x
Full Page	\$1,200	\$1,100	\$1,000	\$900
1/2 Page	\$880	\$850	\$825	\$800
1/4 Page	\$625	\$600	\$575	\$550

Full Page with Bleed: 9.00" wide x 9.75" height
Live Area: 7.75" x 8.5"
Gutter: .50"
Full Page No Bleed: 7.75" wide x 8.5" height
1/2 Page Horizontal: 7.75" wide x 4.25" height
1/2 Page Vertical: 3.88" wide x 8.5" height
1/4 Page Horizontal: 7.75" wide x 2.13" height
1/4 Page Vertical: 3.88" wide x 4.25" height

THE LOCAL DISPATCH

The go-to resource of vital information for 160 Maryland local governments and MML League events and announcements. Distributed bi-weekly to over 5,800 recipients, which includes local municipal leaders and staff, State leaders, plus municipal focused businesses and more.

Full color, .jpg or .png format, File size: 72dpi or 96dpi (300 preferred for higher quality), Horizontal ad: 580px wide by 176px high.



ADVERTISING OPTIONS

Insertions	1x	8x	16x	32x
One Size Available	\$250	\$188	\$188	\$188
Discount %	0%	25%	25%	25%
Total Cost	\$250	\$1,500	\$3,000	\$6,000
Savings	\$0	\$500	\$1,000	\$2,000



DIGITAL DIRECTORY

New platform! Interested in putting your business name in front of thousands of municipal and State leaders? The MML Digital Directory is an annual service that promotes not only our membership, but businesses that support the vision of the League.

ADVERTISING OPTION

Annual Promotion \$1,000

Contents include company name, mailing address, email address, and phone number.

ADDITIONAL RESOURCES

While each digital/print media platform is targeted towards different audiences, MML offers an additional option for those businesses who want maximum exposure to Marylanders leaders. For more information, please reach out to MML's team below.



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