The Massachusetts Municipal Association is a nonprofit, nonpartisan association that provides advocacy, training, publications, research and other services to Massachusetts cities and towns. The MMA is the only statewide organization that brings municipal officials together to establish unified policies, to advocate these policies, and to ensure the effective delivery of services to community residents.

Due to the COVID-19 emergency, the Massachusetts Municipal Directory will be published online as a PDF this year. The MMA’s annual Directory is a comprehensive resource for and about local government in Massachusetts. The Directory provides the latest information on each of the state’s 351 cities and towns, as well as extensive state and federal government and school listings. The 2020-2021 electronic edition will be published in the fall and will be available to members and advertisers via the MMA website. When the Directory is published, advertisers and members will receive emails with login information to access the online publication. Publishing the document as a PDF enables us to feature Live Links in ads, so potential customers can click directly to any preferred page on your website.

**Information**

**Display Ad Sizes, Dimensions and Rates**

Magazine trim size is 10 7/8” h x 8 3/8” w. **All graphics must be in color.** We cannot accept black & white ads. Your ad must include your web address if you would like to order a Live Link to your web address complete the information in the order section. This year’s Directory will offer just 3 ad sizes. If you have used a different size in the past, you will need to email a new graphic with the correct dimensions.

<table>
<thead>
<tr>
<th>Size</th>
<th>Dimensions</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>8 5/6”w x 11 ¼ h</td>
<td>$1,500.00 (with live link +$175.00)</td>
</tr>
<tr>
<td>Half Page</td>
<td>7 3/8”w x 4 3/5” h</td>
<td>$795.00 (with a live link +$175.00)</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>2 ¼” w x 11 ¼” h</td>
<td>$575.00 (with a live link +$175.00)</td>
</tr>
</tbody>
</table>

**Products and Services Guide Section Listings Only**

(See a Sample of the P&S Guide Section on the last page of this Advertising Information and Order Form)

- **Text Only** - $325.00 *(Free with a purchase of a display ad). With a live link $175.00* 
- **Text with Color Logo** - $465.00 *($225.00 with a purchase of a display ad). With a live link + $175.00*
MMA Partnership Program Members
Members in good standing are eligible for a complimentary listing in the Products & Services Guide section and in the Guide to Advertisers. To be included, you must complete your company information on Page 3.

Graphic Requirements
- All graphics must be in color and must be CMYK. Images pulled from websites are not acceptable.
- You can order a “pick-up” from last year’s Directory; however, If you want a Live Link to your webpage and your current ad does not include a web address, you must update your graphic and include your web address. You must also list your specific URL address on the order form to ensure that the link goes to your specific web page.
- Only high-resolution PDF files (400 dpi) will be accepted.
- All fonts must be embedded
- Logos must be TIF, EPS or JPG files and color only.

Graphics that do not meet the above-listed requirements are subject to an additional processing fee. If you need graphic assistance, please contact Karen LaPointe at 800.882.1498 Ext. 154. All calls will be transferred to my cell phone.

Advertising Policy
All advertising is subject to MMA’s approval.

MMA reserves the right, in its sole discretion, to refuse or decline to accept any advertising. The MMA also reserves the right, in its sole discretion, to refuse or decline acceptance of this Insertion Order Form. The MMA does not guarantee a specific placement of ads. The MMA is indemnified and protected from and against any claims, loss, liability, or expense, including reasonable attorney’s fees, arising out of publication of such advertisement.

An invoice will be emailed to the person designated on the Insertion Order Form. This invoice is payable upon receipt. Cancellations will not be accepted after the closing date and payment is non-refundable.
Company Information

The information listed below will appear in the Products and Services Guide section. Be sure to include your 25-word company description.

Please print:
Today’s Date _________________
Company Name ___________________________________________________
Address ____________________________________________________________________________
City____________________ State____ Zip_________
Contact Person_________________________E-Mail________________________
Phone # (____)_________________Web Address________________________________________
Company Category________________________________ (refer to category list on page 6)
25 Word Company Description (must be completed)
__________________________________________________________________________________
__________________________________________________________________________________
__________________________________________________________________________________

For MMA Partnership Program Members: Are you a member? Yes__ No__

If yes, do you want to order a Live Link ($175.00) to your website listed in the Products & Services Guide
Section: Yes__ add $175.00 No__ (no extra charge) Total Due: $ __________

What is the URL address you want linked? ____________________________________________

Display Ad Size Ordered:

Check One

□ Full Page $1500.00 □ Add Live Link $175.00 Total Due: $ __________

□ 1/2 Page at $795.00 □ Add Live Link $175.00 Total Due: $ __________

□ 1/3 Page at $575.00 □ Add Live Link $175.00 Total Due: $ __________

□ Add a Live Link to my web address listed in the P&S Guide $175.00 Total Due: $ __________

Grand Total Due: $ __________

What is the URL address you want linked? ____________________________________________

Print
New or Pick-Up Artwork?  (check one)

□ New Artwork - email to klapointe@mma.org

Who will email the artwork? ________________________________
Do you use an advertising agency? yes___ no___ Name of
Agency______________________________________________
Contact Person______________________________________ Phone______________________________
Email Address________________________________________

*If last year’s ad did not include a web address and you want to order a Live Link, you must redo your
graphics.

Payment Options (check one)

□ Credit Card: Amex, Visa, MasterCard, Discover. Complete the credit card authorization form on
Page 4.

□ Check: Make check payable to MMA and mail to MMA, One Winthrop Square, Boston, MA 02110
Attn: Advertising Manager
Credit Card Payment Authorization Form for 2020-2021 Directory Ads

Print
Today’s Date_________________________
Company Name______________________________________________________________
Company Address________________________________________________________________
Company City _______________________________ State _____ Zip_______
Contact Person Ordering__________________________________________________________
Contact’s Email Address________________________________________________________________
Contact’s Phone #_______________________________________________________________
Credit Card Number______________________________________________________________
Expiration Date_________________________
Cardholder’s Name______________________________________________________________(print)
Cardholder’s Billing Address______________________________________________________
Cardholder’s City_____________________________ State____ Zip____
Phone # (_____) _________________________
Cardholder’s E-mail______________________________________________________________
Amount to be charged to the credit card** $__________________________________________
Cardholder’s Signature___________________________________________________________

**If the amount to be charged is not the correct amount due, you will be notified by email.

I have read and accept all terms and conditions listed on Pages 1-4 of this Advertising Insertion Order Form

_______________________________________
Authorized Signature

_______________________________________
Date
Suggested Company Categories

Note: If your company category is not listed, please write one in under *other below.

Accounting
Architecture
Construction
Consulting
Economic Development
Education
Energy Services
Engineering
Financial Services
GIS & Mapping
Government Agency and Association
Health Care
Human Resources
Insurance
Labeling
Legal Services
Municipal Software

Office Supplies / Furniture
Owner’s Project Management
Parks and Playground Equipment
Parking Management
Printing
Public Safety
Purchasing Consortium
Record Management
Rental Equipment
Security
Site Amenities
Technology and Telecommunications
Testing and Treatment Services
Transportation and Roads
Truck Sales, Parts and Service
Waste Management and Recycling
Water and Wastewater Management
Wheelchair Accessible Vehicles

Other ___________________________

*Category title will be approved by MMA
ACCOUNTING
BLUMSHAPIRO
2 Battery Park
4 Pinehill Dr., Suite 301
Quincy, MA 02169
(617) 561-4000
Fax: (617) 521-9241
www.blumshapiro.com
Andrea Sly
asly@blumshapiro.com
We are the largest regional CPA firm in New England, providing accounting, tax and business consulting services to municipalities, state agencies and quasi-government organizations.
See our ad on page 207

ERIC A. KINSHERF CPA

ERIC A KINSHERF, CPA
Certified Public Accountants

116 State Road #8
Sagamore Beach, MA 02562
(508) 833-8508
Fax: (817) 772-2616
www.erickinsherfcpa.com
Eric Kinsherf
eric@erickinsherfcpa.com
We are a CPA firm that specializes in municipal financial management services, including audits, special projects, consulting, and interim treasurer, collector and accounting services.

HAGUE, SAHADY & CO CPAS

140 Nichols St.
Fall River, MA 02720
(508) 269-5559
Fax: (508) 675-7859
www.hague-sahady.com
Mary Sahady
msahady@hague-sahady.com
Certified public accounting

STRATEGIC MUNICIPAL SOLUTIONS

645 Chandler St., 2nd Floor
Worcester, MA 01602
(508) 754-2685
Fax: (508) 754-2688
www.stratmunicipalsolutions.com
Michael Conrad
michael@strataccounting.com
We are an accounting firm specializing in interim treasurer/collector, finance director, and town accountant services for Massachusetts municipalities.

ARCHITECTURE
DORE & WHITTIER

260 Merrimac St
Newburyport, MA 01950
(978) 499-2999
Fax: (978) 499-2944
www.doreandwhittier.com
Bruce Dillon
bdillon@doreandwhittier.com
Architecture, project management

AUCTIONEERS
SULLIVAN & SULLIVAN AUCTIONEERS

148 Route 6A
Sandwich, MA 02563
(617) 350-7700
Fax: (617) 350-7777
www.sullivans-auctioneers.com
Marianne Sullivan
msullivan@sullivans-auctioneers.com
Commercial auctioneering firm conducting foreclosures and municipal auctions in Massachusetts, Rhode Island, and New Hampshire. Experts providing comprehensive marketing strategies and technologically advanced auction solutions.
See our ad on page 183

THE ZEKOS GROUP AUCTIONEERS

382 Boston Turnpike, Suite 222
Shrewsbury, MA 01545
(508) 842-9900
Fax: (508) 842-3279
www.zekosgroup.com
Paul Zekos
paul@zekosgroup.com
Municipal auction company providing comprehensive analysis, marketing, and auctioneer services of personal property and real estate. Our services generate much-needed revenue for cities and towns.
See our ad on page 11

AUDITING
CLIFTONLARSONALLEN

131 Hartwell Ave., Suite 300
Lexington, MA 02421
(781) 402-6300
Fax: (781) 402-6350
www.CLAconnect.com
Christie Andreade
christie.andrede@CLAconnect.com
CLA is a professional services firm delivering integrated advisory, outsourcing, and public accounting capabilities to help clients succeed professionally and personally.
See our ad on page 12

MELANSON HEATH

10 New England Business Center Drive,
Suite 107
Andover, MA 01810
(978) 749-0000
Fax: (978) 749-0006
www.melansonheath.com
Scott McIntire
smcintire@melansonheath.com
Municipal audit, forensic/fraud and financial consulting services. Financial and compliance audits and assistance with internal controls and financial reporting. Also located at 51 Davis St., Greenfield, MA, (413) 773-5405.