



2021-2022 Massachusetts Municipal Directory Advertising Information

The Massachusetts Municipal Association (MMA) 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.

The MMA Massachusetts Municipal 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 2021-2022 PDF version will be published in September due to the fact that some town meetings and elections are taking place later this Spring. When the Directory is published, advertisers and members will receive emails with login information to access the book.

Publishing the document as a PDF enables us to feature “live links” to your company web address. Your web address listed in both your graphic ad and in the Products & Services Guide section, will be live linked.

MMA Partnership Program Members

Members in good standing are eligible for a complimentary listing in the Products & Services Guide section and on the Guide to Advertisers page. Partnership Program members are also recognized on the Partnership Program Members page.

MMA Annual Meeting & Trade Show Exhibitors

The MMA 2021 Trade Show Exhibitors and Sponsors will also be recognized in this year's Directory on the Exhibitors and Sponsors page.

MMA 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.



**2021-2022 Massachusetts Municipal Directory
Advertising Insertion Order Form
Order Form and Graphic Due Date: June 21, 2021**

Company Information

The information listed below will appear in the Products and Services Guide section. Be sure to include your 25-word company description. MMA Partnership Program members must complete this section.

Please print:

Today's Date _____

Company Name _____

Address _____

City _____ State _____ Zip _____

Contact Person _____ E-Mail _____

Work Phone # (____) _____ Cell # (____) _____

Web Address _____

Are you an MMA Partnership Program Member? Yes____ No ____

Company Category _____ **(refer to category list on page 5)**

25-word Company Description **(must be completed)**

Company URL address _____**

**Your company URL address will be Live Linked. Please be sure to complete your company URL address associated with your company web page.

Display Ad Sizes, Dimensions and Rates (check one) – see page 3 graphic requirements

<u>Size</u>	<u>Dimensions</u>	<u>Rate</u>	<u>Due</u>
<input type="checkbox"/> Inside Front Cover*	See page 3	\$2250.00	\$_____
<input type="checkbox"/> Inside Back Cover*	See page 3	\$2250.00	\$_____
<input type="checkbox"/> Full Page *	See page 3	\$1500.00	\$_____
<input type="checkbox"/> Half Page	7.125" w x 4.75" h	\$ 825.00	\$_____
<input type="checkbox"/> 1/3 Page Vertical	2.25" w x 9.87" h	\$ 610.00	\$_____

*See graphic requirements on Page 3



**2021-2022 Massachusetts Municipal Directory
Advertising Insertion Order Form
(cont)**

Products & Services Guide Section – Listing Only Order (check one)

- Text Only \$325.00 (**Free** with a purchase of a display ad) \$ _____
- Text w/logo \$465.00 (\$225.00 with a purchase of a display ad) \$ _____

**Your company URL address will be Live Linked. Please be sure to complete your company URL address on Page 2. All logos must be in color.

Display Order Total Due: \$ _____
P&S Guide Order Total Due,
if applicable \$ _____

Grand Total Due: \$ _____

See Payment Information on Page 4

Graphic Requirements

- ▶ All graphics must be in color and must be CMYK. Images pulled from websites cannot be accepted.
- ▶ Book Trim is 8.375”w x 10.875”h
- ▶ Full page bleed – Trim size: 8.375”w x 10.875”h; Bleed size: 8.625”w x 11.125”h; Live area: 7.875”w x 10.375”h
- ▶ Full page non-bleed (ad will have 0.25” white border on all sides once placed – 7.125” w x 10.375”h
- ▶ Pick up orders from the 2020-2021 Directory will be accepted
- ▶ Only high-resolution PDF files (400 dpi) will be accepted
- ▶ All fonts must be embedded
- ▶ Logos must be TIF or JPG files and color only

Graphics that do not meet these requirements are subject to a processing fee. If you need graphic assistance, contact Karen LaPointe at 800-882-1498 x154.



**2021-2022 Massachusetts Municipal Directory
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(cont)**

New or Reprint Artwork

▶ Is your ad a reprint from the 2020-2021 edition of the Director? Yes___ No___

▶ New artwork should be emailed to: sales.kml@mma.org

Who will email the artwork? _____

Do you use an advertising agency? Yes___ No___

Name of agency _____

Contact _____ Phone# _____

Email _____

For MMA Partnership Program Members

Are you an MMA Partnership Program member? Yes__ No__

MMA Partnership Program Members are eligible for a complimentary listing with your color logo in the Products and Services Guide section. Your web address will be Live Linked to your company URL address listed on Page 2.

Payment Information

An invoice will be emailed to the contact person listed on Page 2. Payment term is “Due on Receipt”.

▶ Make check payable to MMA and mail to 3 Center Plaza, Suite 610
Boston, MA 02108, Attn: Advertising Manager

▶ If paying by credit card, contact Karen LaPointe at klapointe@mma.org and request a Credit Card Authorization form to be emailed.



Suggested Company Categories

Note: Order only one (1) category per company. If your company category is not listed, write one in under *other below.

Accounting	Owner's Project Management
Architecture	Parks and Playground Equipment
Construction	Parking Management
Consulting	Printing
Cyber Security	Public Safety
Economic Development	Purchasing Consortium
Education	Record Management
Energy Services	Rental Equipment
Engineering	Security
Financial Services	Site Amenities
GIS & Mapping	Technology and Telecommunications
Government Agency/ Non-Profit Association	Testing and Treatment Services
Health Care	Transportation and Roads
Human Resources and Services	Truck Sales, Parts and Service
Insurance	Waste Management and Recycling
Labeling	Water and Wastewater Management
Legal Services	Wheelchair Accessible Vehicles
Municipal Software	Other _____
Office Supplies / Furniture	*Category title approved by MMA