

Municipal

LEADER

2020 MEDIA KIT



ASSOCIATION OF
MANITOBA
MUNICIPALITIES

The Magazine of the

LOOKING TO REACH DECISION MAKERS IN MANITOBA'S MUNICIPAL GOVERNMENTS?

This highly qualified audience is made up of key decision makers with buying authority and influence – the CORE of your market. All copies of each issue are individually addressed to qualified decision makers whose positions include:

- Head of Council
- Councillors
- Municipal administrators
- Buyers
- Planners

Municipal Leader magazine has a controlled circulation of nearly **2,100** with a pass-along readership of over **6,300***

EXTRA EXPOSURE ON THE WEB!

Ads booked in *Municipal Leader* appear in an interactive online edition – free!

*Based on statistical research, on average, specialized business publications have pass-along readership rates of 3-4 people per copy.

Municipal LEADER

REACH YOUR TARGET MARKET AT KEY TIMES

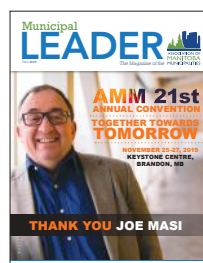
Municipal Leader magazine reaches key players in this market at four strategic times throughout the year, including a Spring issue focusing on the **M.O.S./MTCML Trade Show**, and a fall issue that focuses on the **AMM Convention & Display**.



SPRING 2020:

M.O.S./MTCML Trade Show Issue
BONUS DISTRIBUTION AT THE SHOW

Space Closing: Late February
 Distribution: Late March



FALL 2020:

2020 AMM Convention Issue
BONUS DISTRIBUTION AT THE CONVENTION

Space Closing: Early September
 Distribution: Mid-October



SUMMER 2020:

Special Report: TBA

Space Closing: Late May
 Distribution: Early July



WINTER 2020/21:

Special Report: TBA

Space Closing: Early December
 Distribution: Late January

* Covers subject to change.

FULL COLOUR ADVERTISING RATES

*Ads booked in the print magazine will **APPEAR ONLINE AT NO EXTRA COST!**

As the official publication of the Association of Manitoba Municipalities, *Municipal Leader* is committed to providing a strong and informative voice connecting all rural and urban municipalities throughout Manitoba.

	1 Time Rate	4 Time Rate	Online Magazine*
Outside Back Cover (includes 4 colour)	\$1,825	\$1,625	FREE with print booking!
IFC/IBC (includes 4 colour)	\$1,725	\$1,525	FREE with print booking!
Full Page	\$1,600	\$1,450	FREE with print booking!
1/2 Page Island	\$1,450	\$1,300	FREE with print booking!
1/2 Page	\$1,400	\$1,250	FREE with print booking!
1/3 Page	\$975	\$875	FREE with print booking!
1/4 Page	\$925	\$825	FREE with print booking!
1/6 Page	\$650	\$550	FREE with print booking!
1/8 Page	\$600	\$475	FREE with print booking!

- 10% premium for all guaranteed positions (not including covers).
- Rates for stitched and poly-bagged inserts available upon request.
- Costs incurred for publication-produced ads or non-compatible electronic files will be charged to the advertiser.
- Rates are net of agency commission.
- The publisher and the AMM reserve the right to reject advertising that is deemed inappropriate.
- The publisher and AMM cannot be held liable for any material used or claims made in advertising included in this publication.

To reach decision makers in Manitoba's municipal governments through *Municipal Leader* magazine and its targeted readership, contact Rod at your earliest convenience to discuss your company's promotional plans for 2020.

Rod Evason, *Marketing Manager*

E-mail: rod@kelman.ca Phone: 877-985-9710 Fax: 866-985-9799

Published for AMM by:

Craig Kelman
 ASSOCIATES



INTERACTIVE EDITION available online

With print and electronic communication operating hand-in-hand you can take advantage of the fact that *Municipal Leader* is also available online in a highly interactive format.



Mobile, iPad, iPhone versions included!

1. **A realistic reading experience** – This digital edition looks and feels like a real book: flip-through pages, the sounds of turning pages, and even shading along the spine all enhance your reading experience. This is the world's first full html5 solution on the market giving you the same interactive experience as the flash version. In addition to the book layout, you can also select a presentation view that presents single pages rather than the traditional double page layout.
2. **Mobile, iPad, iPhone compatibility** – The html5 resizes the publication automatically so that you can view the magazine on most mobile devices.
3. **eReader output** – The eReader output option allows you to download 'eBook' files so that you can read the magazine on the growing number of eReaders such as Kindle, Nook and iBooks.
4. **Thumbnail view** – You can select to show a thumbnail-style navigation panel that allows you to view the entire publication at once.
5. **A share feature** – You can share the digital publication with friends and colleagues via social networks, including Facebook and Twitter, or via email or google.
6. Active hyperlinks connect you with all websites and emails contained in the publication.
7. Active links connect you to specific stories from the front cover and contents page.
8. Active links connect you to advertiser websites from their ads and the ad index.
9. Searchable and zoomable content allows you to search the entire issue for specific words, phrases, subjects, etc.
10. You can make *Municipal Leader's* content even more valuable by adding your own personal notes and bookmarks throughout each issue.

To experience *Municipal Leader* online, visit www.amm.mb.ca

PRODUCTION REQUIREMENTS

- Adobe InDesign CC
- Adobe Photoshop CC
- Adobe Illustrator CC

(earlier versions of the above programs are also acceptable)

- We accept tifs, jpegs, eps and pdf files at a resolution of at **least 300 dpi**
- Ads must be prepared to the correct dimensions and shape, or be subject to production charges
- **ALL FONTS** used must be included
- **ALL LINKS/IMAGES** used must be included
- All pantone/spot colours **MUST** be converted to **CMYK**
- Include a hard copy (colour or black proof) or email a pdf for proofing purposes

- We support **CDs** and **DVDs**
- All above requirements for sending electronic files apply to sending by email
- Use **STUFFIT** or **WINZIP** to compress large files
- Attach all related files (fonts, links, graphics)
- **DO NOT** embed files in your email or Word document
- Contact us for **ftp site information** for files that are too large to email
- Include a pdf for proofing purposes, or fax a hard copy to 866-985-9799
- Costs incurred for publication-produced ads or non-compatible electronic files will be charged to advertiser. Minimum charge \$50.00

Please submit ad material to:

STEFANIE HAGIDIAKOW
 Ph: 866-985-9790
 Fax: 866-985-9799
 E-mail: stefanie@kelman.ca



Craig Kelman & Associates
 3rd Floor - 2020 Portage Ave.
 Winnipeg, Manitoba R3J 0K4
www.kelman.ca

AD Dimensions:

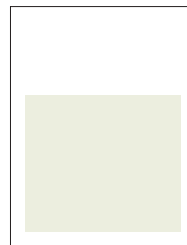
Ad Size	Width	Depth
Double Page Spread		
Bleed	16.75"	11"
Trim	16.5"	10.75"
Live Area	15.5"	9.5"
Full Page		
Bleed	8.5"	11"
Trim	8.25"	10.75"
Live Area	7"	9.5"
2/3 horizontal	7"	6.125"
2/3 vertical	4.625"	9.5"
1/2 island	4.625"	7"
1/2 horizontal	7"	4.625"

Ad Size	Width	Depth
1/3 square	4.625"	4.625"
1/3 vertical	2.125"	9.5"
1/3 banner	7"	3.25"
1/4 vertical	3.375"	4.625"
1/4 banner	7"	2.5"
1/6 horizontal	4.625"	2.125"
1/6 vertical	2.125"	4.625"
1/6 banner	7"	1.625"
1/8 horizontal	3.375"	2.125"
1/8 vertical	2.125"	3.375"

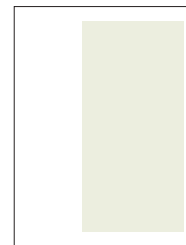
Full Page



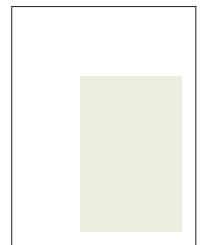
2/3 Horizontal



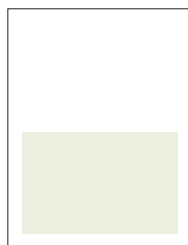
2/3 Vertical



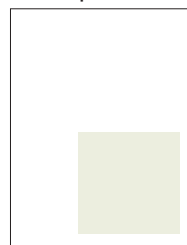
1/2 Island



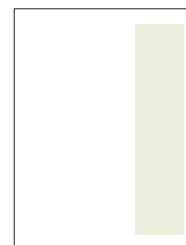
1/2 Horizontal



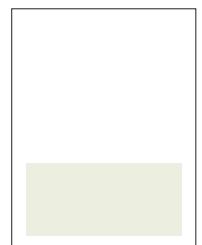
1/3 Square



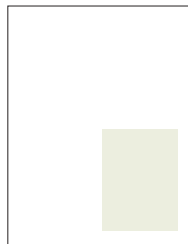
1/3 Vertical



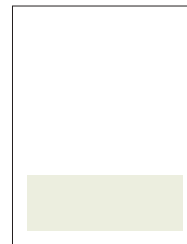
1/3 Banner



1/4 Vertical



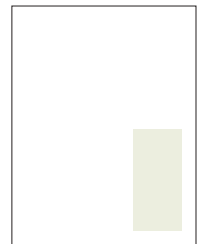
1/4 Banner



1/6 Horizontal



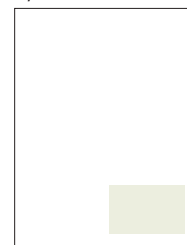
1/6 Vertical



1/6 Banner



1/8 Horizontal



1/8 Vertical

