

Municipal

# LEADER

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:

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

Space Closing: Late February  
 Distribution: Late March



### FALL:

AMM Convention Issue  
**BONUS DISTRIBUTION AT THE CONVENTION**

Space Closing: Early September  
 Distribution: Mid-October



### SUMMER:

Special Report: TBA

Space Closing: Late May  
 Distribution: Early July



### WINTER:

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)	\$1,875	\$1,675	FREE with print booking!
IFC/IBC (includes 4 colour)	\$1,775	\$1,575	FREE with print booking!
Full Page	\$1,650	\$1,500	FREE with print booking!
1/2 Page Island	\$1,500	\$1,350	FREE with print booking!
1/2 Page	\$1,450	\$1,300	FREE with print booking!
1/3 Page	\$1,000	\$900	FREE with print booking!
1/4 Page	\$950	\$850	FREE with print booking!
1/6 Page	\$675	\$575	FREE with print booking!
1/8 Page	\$625	\$500	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.

Rod Evason, *Marketing Manager*

Email: [rod@kelman.ca](mailto:rod@kelman.ca) Phone: 877-985-9710 Cell: 204-799-2426

Published for AMM by:

**Craig Kelman**  
 ASSOCIATES



MAKE AN IMPACT WITH

# PREMIUM ADVERTISING OPPORTUNITIES

## INSERTS

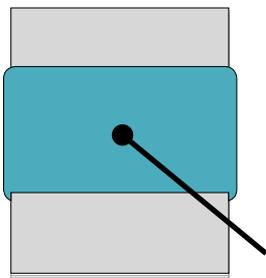
Inserts deliver a highly targeted audience at a fraction of the cost of direct mail. An insert captures the attention of readers and affords you the added flexibility of producing a piece on unique paper stock and of a custom size – from postcard to poster. Inserts may be bound in or tipped (glued) into the magazine. Pricing varies accordingly.

## POLYBAGGED INSERTS

Capture the attention of our readers before they even open the cover by including your unique marketing piece on the outside of the magazine within a clear polybag. The options are many – from brochures to posters, catalogs to mouse pads/DVDs and more. This gives you the freedom to include a creative marketing piece that might not otherwise fit in the magazine. Pricing varies accordingly.

## BELLYBANDS

A bellyband is a band of paper with your message on it that is wrapped around the magazine. Readers will see your piece as it will have to be removed before they can read their issue. The bellyband can contain your message on both sides of the piece. Pricing varies accordingly.

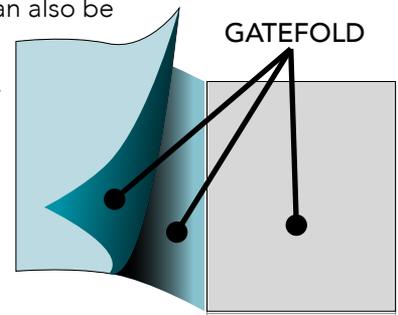


The bellyband can contain your message on both sides of the piece. Pricing varies accordingly.

BELLYBAND

## PREMIUM GATEFOLDS

Maximize the impact of your message with a three-page gatefold, which is a two-page spread advertisement that opens up from the inside front cover (it can also be purchased for the back cover). It includes the inside front (or back) cover, thus allowing three full pages of advertising.



CONTACT YOUR MARKETING MANAGER  
FOR RATES, MATERIAL DUE DATES AND SPECIFICATIONS.

# 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 eBooks.
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](http://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  
 Email: [stefanie@kelman.ca](mailto:stefanie@kelman.ca)



Craig Kelman & Associates  
 3rd Floor - 2020 Portage Ave.  
 Winnipeg, Manitoba R3J 0K4  
[www.kelman.ca](http://www.kelman.ca)

### AD Dimensions:

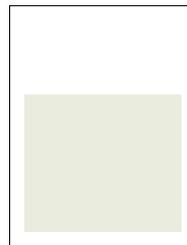
Ad Size	Width	Depth
Double Page Spread		
Bleed	16.75"	11"
Trim	16.5"	10.75"
Live Area	15.5"	9.5"
Full Page		
Bleed	8.5"	11"
Trim	8.25"	10.75"
Live Area	7"	9.5"
2/3 horizontal	7"	6.125"
2/3 vertical	4.625"	9.5"
1/2 island	4.625"	7"
1/2 horizontal	7"	4.625"

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"

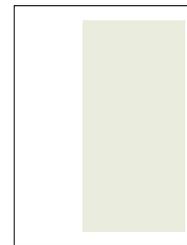
Full Page



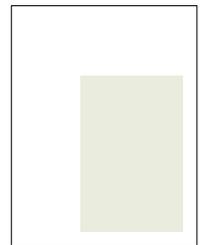
2/3 Horizontal



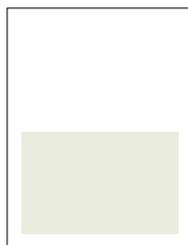
2/3 Vertical



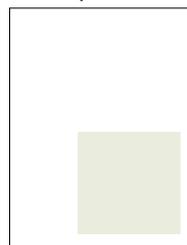
1/2 Island



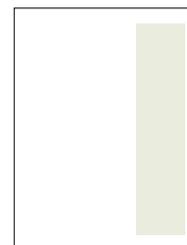
1/2 Horizontal



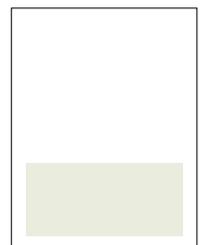
1/3 Square



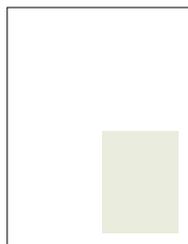
1/3 Vertical



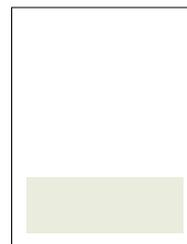
1/3 Banner



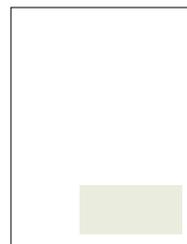
1/4 Vertical



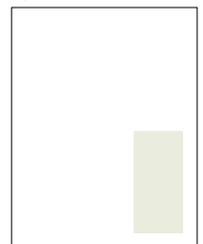
1/4 Banner



1/6 Horizontal



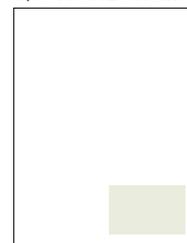
1/6 Vertical



1/6 Banner



1/8 Horizontal



1/8 Vertical

