

MUNICIPAL DIRECTORY ADVERTISING

2011-2012 Maine Municipal

directory

MMA's Mission

The mission of the Maine Municipal Association is to provide professional services to local governments throughout Maine and to advocate their common interests at the state and national levels.

MMA's Vision

The Maine Municipal Association has a core belief that local government is the keystone of democracy. Municipalities provide citizens with a sense of community and are interwoven in the fabric of Maine's history and heritage. Municipal governments are the most accessible and accountable level of government. The Maine Municipal Association is dedicated to assisting local governments in meeting the needs of their citizens and serving as responsible partners in Maine's intergovernmental system.

AN ANNUAL PUBLICATION OF THE
MAINE MUNICIPAL ASSOCIATION

Advertise in the Municipal Directory



Maine Municipal Association
60 Community Drive
Augusta, ME 04330

1-800-452-8786

207-623-8428

www.memun.org

ADVERTISE IN THE MUNICIPAL DIRECTORY

Each year, Maine Municipal Association publishes a Directory containing the names, addresses and telephone numbers of municipal officials in each of Maine's 492 local governments along with a lot of other useful information about Maine's municipalities. This Directory is a valuable resource not only for the hundreds of governmental agencies and companies that do business with Maine's municipalities, but also for the municipal officials themselves who use the directory to contact other local officials for information sharing and problem-solving.

Every municipality receives a copy of the Directory. You'll find that the Directory has become a handy reference for municipal officials and is retained in town offices across the state. The Directory is published each year in September.

For information about the Municipal Directory or to receive an insertion order for advertising, contact Jaime Clark at the Maine Municipal Association, 60 Community Drive, Augusta, ME 04330. Tel: (207) 623-8428, email: jclark@memun.org

DIRECTORY ADVERTISING RATES

The rates below are for **BLACK AND WHITE ADS ONLY**

*Additional charges apply for full color and spot color printing.

FULL PAGE – \$325.00

Dimensions – 7 1/2" X 9 1/2"

HALF PAGE – \$200.00

Dimensions – 7 1/2" X 4 3/4" or 3 5/8" X 9 1/2"

***ADDITIONAL CHARGES:**

Spot Color Ink: \$100.00 – Full Color ad (CMYK): \$300.00

PRINTING SPECIFICATIONS

1. PDF format - Black and White, Grayscale or CMYK color mode at 600 dpi resolution (text and lineart) and 300dpi resolution for ads with images embedded. **PLEASE NOTE: if sending a 2/color SPOT COLOR ad -- send your PDF file in COLOR (to show color break) and BLACK AND WHITE for printing.** (If you have the full version of Acrobat Professional and Acrobat Distiller -- when you print to PS File and then Distill your file to a PDF -- the spot color should show up in the print dialogue box in the color separation window).
2. TIFF format - can be Grayscale or CMYK color mode at 300dpi resolution.
3. EPS format - Black & White, Grayscale or CMYK color mode at 300dpi resolution - all fonts converted into outlines and a copy of any images or art placed in the EPS file must be provided.
4. Please be sure to send a proof copy of ad showing appropriate color breaks if ad is in color.

***All images need to be AT LEAST 300dpi. *No RGB color mode in ads will be accepted. *Only Black & White, Grayscale or CMYK files at 300dpi with all fonts converted to outlines or embedded will be accepted. Please DO NOT send ads in CMYK color mode if you are submitting a black and white ad. All Black and White ads must use BLACK INK ONLY in the color palette.**

*If sending a black and white or grayscale ad with images in it -- **PLEASE** be sure all images are in GRAYSCALE color mode -- if not, your ad will not color separate correctly and will print incorrectly on press.

If ads do not meet these specifications they will be returned and you will be asked to resend the ad in the accepted format.

If you have any questions about the rates or specifications, please call Jaime Clark at: 1-800-452-8786 or email at: jclark@memun.org