

Nebraska MUNICIPAL REVIEW

The magazine of the Nebraska League of Municipalities

2024 ADVERTISING RATES

League of Nebraska Municipalities | LONM.org
1335 L Street, Lincoln, NE 68508 | 402-476-2829

Ashley Wolfe, Marketing & Communications Director | ashleyw@lonm.org

INSERTION RATE AND AD SIZE

New in 2024!

Size	1X rate	12X rate*
Spread	\$2,500	\$2,000
Back Page	\$1,022	\$800
Full Page	\$892	\$588
1/2 Page	\$693	\$393
1/3 Page	\$556	\$340
1/4 Page	\$468	\$200
Professional	Annual contract \$610	

*Must start within 3 months and run 12 consecutive months.



DEADLINES

Contracts and ready-to-go ads are due by the **10th of the month** prior to the issue of publication.

BILLING

Payment options include a one-time invoice or an invoice after each insertion. The only exception is for the Professional ad placement, which is an annual contract and paid in full.

Print subscriptions for the Nebraska Municipal Review at **\$50** per year. A digital version of the magazine is also available on our website. Advertisers running ads will receive a link to the publication their ad is running in with the invoice.

Accounts more than 60 days past due may result in postponement of the advertisement until the account is paid in full. If delinquency continues, prepayment for advertising may be required.

POSITIONING

The editor will determine positioning of advertisements. Specific placement may be available on a first-come, first-served basis for an additional fee.

AD SPECS

	W	H
Spread	16" x	10"
Back Page	7" x	8"
Full Page	7.25" x	9.25"
1/2 Page	7.25" x	4.25"
	4.5" x	7.5"
1/3 Page	7" x	3.25"
	4.5" x	5"
	2.25" x	9.25"
1/4 Page	4.5" x	3.75"
	2.25" x	7.25"
Professional	2.24" x	2"

CLASSIFIED ADS

The League provides space to post advertisements for open jobs on the our website. These ads are free-of-charge for member municipalities and **\$.65 per word** for all others. Ads are subject to editing. Ads are posted for **30 days**.

Publication: Monthly, toward the end of the month.

Distribution: 3,500 copies/month

Readership: Elected municipal officials, managers, clerks, finance officers, public works officials, street personnel, parks and recreation staff, building officials, utility managers, and more. LONM members in nearly **400** municipalities across the state, as well as many other organizations, associations and individuals.



Nebraska MUNICIPAL REVIEW

The magazine of the Nebraska League of Municipalities

2024 AD CONTRACT

League of Nebraska Municipalities | LONM.org
1335 L Street, Lincoln, NE 68508 | 402-476-2829

Ashley Wolfe, Marketing & Communications Director | ashleyw@lonm.org

COMPANY: _____

CONTACT PERSON: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP CODE: _____

PHONE: _____

EMAIL: _____



(For League office use)

ADVERTISING RATES (EFFECTIVE SEPT. 1, 2023)

(RATES ARE PER INSERTION)

New in 2024!

	W	H	1X rate	12X rate*
Spread	16" x	10"	\$2,500	\$2,000
Back Page	7" x	8"	\$1,022	\$800
Full Page	7.25" x	9.25"	\$892	\$588
1/2 Page	7.25" x	4.25"	\$693	\$393
	4.5" x	7.5"		
1/3 Page	7" x	3.25"	\$556	\$340
	4.5" x	5"		
	2.25" x	9.25"		
1/4 Page	4.5" x	3.75"	\$468	\$200
	2.25" x	7.25"		
Professional+	2.24" x	2"	N/A	\$610

*Only available with annual contract for 12 placements

Design specifications:

File formats accepted: EPS, TIF, JPG, PDF.
Photos must be a minimum of 300 dpi.

Copy deadline:

The 10th of the the month prior to the issue of publication.

Subscriptions:

\$50 per year. Single copies are \$5.

Rates:

Advertisements will not appear in the Review if the account is more than 60 days in arrears. Contract may be terminated with 30-day written notice.

Rates:

Monthly circulation of approximately 3,500. Municipal officials in nearly 400 Nebraska cities and villages read the Review.

For individual placements, please indicate which months your advertisement is to appear in the Review:

2023	JAN	FEB	MAR	APR	MAY	JUN	2024	JAN	FEB	MAR	APR	MAY	JUN
	JUL	AUG	SEPT	OCT	NOV	DEC		JUL	AUG	SEPT	OCT	NOV	DEC

Please send the completed form to Ashley Wolfe, Marketing & Communications Director | ashleyw@lonm.org

SIGNATURE: _____ DATE: _____