



OFFICIAL PUBLICATION OF THE SASKATCHEWAN URBAN MUNICIPALITIES ASSOCIATION

MUNICIPAL

Voice

MEDIA KIT

*Looking to reach
decision makers in Saskatchewan's*
Municipal Governments?

***Municipal Voice* magazine
has a controlled circulation
of nearly 3,800 with a
pass-along readership
of over 11,400***

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:

- Mayors
- Councillors
- Municipal administrators
- Buyers
- Planners

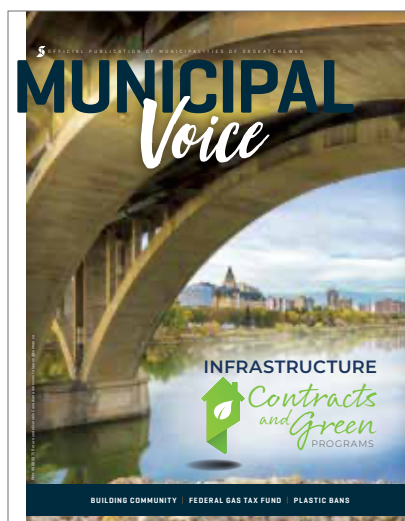
*Based on statistical research, on average, specialized business publications have pass-along readership rates of 3-4 people per copy.

EXTRA EXPOSURE ON THE WEB | BOOKED ADS APPEAR ONLINE - FREE!

REACH YOUR TARGET MARKET AT KEY TIMES

Municipal Voice magazine reaches key players in this market at four strategic times throughout the year.

MUNICIPAL *Voice*



SPRING

Space Closing: Late January
Distribution: Early March
Convention Issue
Includes bonus distribution at the Annual Convention

SUMMER

Space Closing: Late May
Distribution: Late June

FALL

Space Closing: Late August
Distribution: Late September

WINTER

Space Closing: Early November
Distribution: Mid-December

FULL COLOUR ADVERTISING RATES

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

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

	1 Time Rate	4 Time Rate	Online Magazine*
Outside Back Cover	\$2,275	\$2,125	FREE with print booking!
IFC/IBC	\$1,875	\$1,725	FREE with print booking!
Full Page	\$1,525	\$1,425	FREE with print booking!
2/3 Page	\$1,225	\$1,125	FREE with print booking!
1/2 Page	\$1,025	\$975	FREE with print booking!
1/3 Page	\$800	\$750	FREE with print booking!
1/4 Page	\$650	\$600	FREE with print booking!
1/6 Page	\$550	\$525	FREE with print booking!
1/8 Page	\$425	\$400	FREE with print booking!

- 10% premium for all guaranteed positions (not including covers).
- Rates for stitched and polybagged inserts available upon request.
- Costs incurred for publication-produced ads or non-compatible electronic files will be charged to the advertiser.

- The publisher and SUMA reserve the right to reject advertising that is deemed inappropriate.
- The publisher and SUMA cannot be held liable for any material used or claims made in advertising included in this publication.
- Rates are net of agency commission.



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

ROD EVASON, Marketing Manager

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Published for SUMA by:

