

LKM PARTNERSHIPS

Developing a partnership with LKM will provide your organization an opportunity to reach thousands of key decision makers in local government. With over 580 members, which collectively represent over 82% of the entire population of the state of Kansas, LKM offers a variety of options for businesses to reach our members.

KANSAS GOVERNMENT JOURNAL

Published since 1914, the official monthly magazine of LKM boasts a monthly circulation of 5,000. It is the only statewide publication designed especially for city, county, and state government officials. Advertising in the 32-page, full-color **KGJ** ensures your company an affordable and timely way to reach your target audience!

ANNUAL CONFERENCE

As a conference exhibitor, you will have the opportunity to showcase your company's products and services to approximately 800 Kansas local government officials. As a conference sponsor, your company will gain exposure as a participant in the event.

DIRECTORY OF KANSAS PUBLIC OFFICIALS

Used as a desktop reference by municipal officials, the **Directory** contains vital information on each city, county, and school district in Kansas. Businesses have the opportunity to purchase display advertising, a listing in the **Municipal Products and Services Guide**, or an online Business Link as a part of this service.

PACKAGE OPTIONS

The Municipal Business Associate (MBA) program is the most cost-effective way to partner with LKM. By packaging a variety of services, companies that partner with LKM can receive discounts up to 30%. For details on each of these options, see the individual order forms contained in this marketing guide. Also, be sure to read the "Conditions of Partnership" on the reverse side of this page.

Conditions of Partnership on back

CONDITIONS OF PARTNERSHIP

- Advertisements are accepted with the understanding that all matter contained within complies with U.S. Postal regulations and other federal and state laws, rules, and regulations.
- LKM reserves the right to decline or reject any advertising without liability.
- LKM reserves the right to determine positioning of advertisements within its publications and will not guarantee a specific position.
- Any advertisement, which in the judgment of LKM, is not immediately identifiable as an advertisement, will be marked “Advertisement.”
- LKM shall have no liability for errors, delays, or omissions.
- Type set charges may be assessed for ads requiring substantial changes, retouching, or resizing.
- The closing dates for certain orders are below. No cancellations will be accepted after the closing dates.

Kansas Government Journal — the first of the month preceding the month of publication.
(For example, an ad for the December issue needs to be at LKM’s office on November 1.)

Directory of Kansas Public Officials — July 2, 2012

Annual Conference — A \$100 administrative fee will be assessed for all exhibit booth cancellations. Refunds — less the administrative fee - will be given only upon written request to LKM and must be received by Friday, July 27, 2012. Cancellations after that date will be assessed the full conference booth amount.

- Rates, conditions, and advertising standards are subject to change without notice by LKM.
- Payment for your vendor booth must be received prior to confirming your booth location.
- On-site changes for exhibit booths are subject to additional fees.
- All services are subject to availability.

DIRECTORY OF KANSAS PUBLIC OFFICIALS

Each year, the League of Kansas Municipalities publishes over 2,000 copies of the **Directory of Kansas Public Officials**. This publication is used as a desktop reference by city, county, and state officials in Kansas. The **Directory** provides information on each city, county, and school district in Kansas, including the names of elected officials, department heads, and key employees. Additional categories in the **Directory** include: educational institutions, state and federal offices, the Kansas Senate, the Kansas House of Representatives, and the Kansas appellate courts. There are three ways that a business can become involved with the **Directory**:



DISPLAY ADVERTISING

Full-color and black-and-white ad space is available in the 2012-2013 **Directory of Kansas Public Officials**. Full-color ads are available for the cover pages. Interior black-and-white ads are also available in a variety of sizes.

MUNICIPAL PRODUCTS & SERVICES GUIDE

This prominent “yellow pages” section of the 2012-2013 **Directory** will offer a complete range of products and services to municipal officials to aid in purchasing decisions — indexed under a variety of categories for easy access. The **Guide** is an effective method to showcase the products or services offered by a business, as well as provide key business contact information. You will also automatically be listed in the **Business Links** section of our website. In addition to your online listing, your company’s website address, e-mail address, and official logo will be included online!

DIRECTORY PURCHASE

Businesses will also find that the current **Directory** (2011-2012 edition) can be a valuable resource. The people you need to contact are all listed in one publication, and their names are organized in an easy-to-use format.

order form on back

DIRECTORY ORDER FORM

Feel free to make photocopies of this page. Please return to League of Kansas Municipalities, 300 S.W. 8th Avenue, Suite 100, Topeka, KS 66603-3951; or fax to (785) 354-4186. Questions? Contact Kate Cooley at (785) 354-9565 or kcooley@lkm.org.

CONTACT INFORMATION

Name: _____ Title: _____

Organization/Department/Building (if applicable): _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____ E-mail: _____

DISPLAY ADVERTISING (2012-2013 EDITION)

Full Color (subject to availability)

7.5" x 10" Full Page = \$750 _____

Black-and-White

7.5" x 10" Full Page = \$450

3.5" x 5" Quarter Page = \$200 _____

7.5" x 5" Half Page = \$300 _____

Choose one:

Camera-ready artwork enclosed

Use **Kansas Government Journal** ad

Use last year's **Directory** ad

Ad will be e-mailed to kcooley@lkm.org

MUNICIPAL PRODUCTS & SERVICES GUIDE LISTING (2012-2013 EDITION)

75-word listing = \$350 _____

Your 75-word listing will automatically be included in the **Business Links** section of our website. In addition to your online listing, your company's website address, e-mail address, and official logo will be included online!

DIRECTORY PURCHASE (CURRENT EDITION, 2011-2012)

I want _____ copies of the **Directory**.

Each **Directory** costs \$100 and \$5.00 S&H, plus applicable sales tax. _____

*** Send no money now. LKM will send an invoice.**

TOTAL \$ _____

ANNUAL CONFERENCE

Approximately 800 local government officials attend the League of Kansas Municipalities' (LKM) **Annual Conference** and your organization is invited to participate! Our next conference will be held in Topeka, Kansas, October 6-8. Participation in our conference will provide your organization with many opportunities to make direct contact with people working to provide the best in Kansas local government. Listed below are the ways that you can be a part of this exciting event.



CONFERENCE VENDOR

The registration process is simple when working with LKM. For a one-time payment of \$800, your organization receives a full admission pass for two booth representatives to the entire conference, including general sessions, workshops, special events, and meals. These special arrangements will give you a chance to make contact with key decisionmakers in city government. Your audience will consist of mayors, councilmembers, city managers, city clerks, recreation directors, fire chiefs, police chiefs, public works directors, personnel directors, city attorneys, and city planners from across the state of Kansas. What an opportunity! Please note: we will do our best to honor your first choice for your booth location, however, your booth number will not be guaranteed until payment has been received.

CONFERENCE SPONSORSHIP

Sponsorship is a key marketing tool that should not be overlooked. You can designate what area of the conference you would like to sponsor, or let us match you with an appropriate event. All sponsors are prominently recognized in the conference packets. Depending on your sponsorship level, you will receive a number of additional benefits.

DIRECT MAIL MARKETING

We are pleased to announce a new offer to get in touch with conference attendees. You may either choose to mail a postcard to our attendee list prior to conference inviting them to stop by your booth, or we can assist you with an email marketing piece to target attendees. See the reverse of this form for more details.

order form on back

ANNUAL CONFERENCE ORDER FORM

Feel free to make photocopies of this page. Please return to League of Kansas Municipalities, 300 S.W. 8th Avenue, Suite 100, Topeka, KS 66603-3951; or fax to (785) 354-4186. Questions? Contact Kate Cooley at (785) 354-9565 or kcooley@lkm.org. Please see LKM's cancellation policy in the "Conditions of Partnership" section.

CONTACT INFORMATION

Name: _____ Title: _____

Organization/Department/Building (if applicable): _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____ E-mail: _____

CONFERENCE VENDOR

\$800 for each exhibit booth

Your fee includes:

- Two full conference registrations
- 10' x 10' exhibit booth with an 8' skirted table, 2 chairs, and booth signage
- Recognition of your business in conference packets

This fee does not include electrical hookups or AV requirements.

CONFERENCE SPONSORSHIP

Gold Sponsor (\$1,000)

- 3 complimentary registrations to the Annual Conference
- Company name and logo listed in conference program
- Company name and logo on conference signage and in pre-general session videos

Silver Sponsor (\$750)

- 2 complimentary registrations to the Annual Conference
- Company name and logo listed in conference program
- Company name and logo on conference signage and in pre-general session videos

Bronze Sponsor (\$500)

- 1 complimentary registration to the Annual Conference
- Company name and logo listed in conference program
- Company name and logo on conference signage and in pre-general session videos

DIRECT MAIL MARKETING

Postcard Mailer (4 1/4" x 6")

- LKM will label and stamp at no additional cost
- Mailed to approximately 800 attendees
- Your only cost is reimbursing LKM for postage

E-blast Marketing (\$150)

- Provide LKM with a PDF document
- For a charge of \$150, your document will be sent via e-newsletter to registered attendees

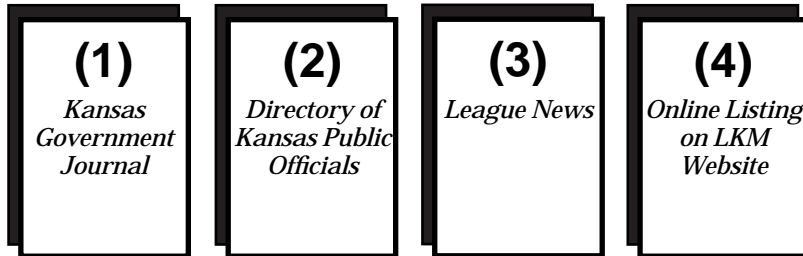
***Send no money now, LKM will send an invoice**

TOTAL

\$ _____

MBA BASIC PACKAGE

The League of Kansas Municipalities' (LKM) Municipal Business Associate **Basic Package** puts four services in your hands for a discount of more than 20%. The **Kansas Government Journal (KGJ)**, **Directory of Kansas Public Officials**, **League News**, and **Business Links** all for one low cost of \$300 (plus tax). With the **Basic Package**, you receive:



KANSAS GOVERNMENT JOURNAL

A year-long subscription to the 2012 **KGJ**, the only statewide publication designed especially for city, county, and state government officials, will keep you up-to-date on the latest news.

DIRECTORY OF KANSAS PUBLIC OFFICIALS

This annual publication contains the only complete listing of all city, county, school, and state officials in Kansas.

LEAGUE NEWS

Get up-to-the-minute news via e-mail on developments that concern LKM and municipalities throughout the state. This electronic newsletter is published weekly during the legislative session and periodically throughout the remainder of the year.

ONLINE LISTING ON LKM WEBSITE

Your company and a 75-word description will be listed on the **Business Links** section of our website: www.lkm.org.

MBA membership runs on a calendar year, January to December 2012.

order form on back

BASIC PACKAGE ORDER FORM

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CONTACT INFORMATION

Name: _____ Title: _____

Organization/Department/Building (if applicable): _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____ E-mail: _____

MBA BASIC PACKAGE

\$310 for all four services, plus applicable sales tax.

****Send no money now. LKM will send an invoice.***

TOTAL \$ _____

MBA EXTENDED PACKAGE

Every business can save hundreds of dollars with the League of Kansas Municipalities' (LKM) Municipal Business Associate **Extended Package**. This package is a tremendous value, enabling your business to get \$1,990 in services at more than a 30% discount! Included in this package:

(1) <i>Kansas Government Journal</i>	(2) <i>Directory of Kansas Public Officials</i>	(3) <i>League News</i>	(4) <i>Online Listing on LKM Website</i>	(5) <i>Municipal Products & Services Guide Listing</i>	(6) <i>Professional Services Advertising</i>	(7) <i>Annual Conference Exhibit Booth</i>
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KANSAS GOVERNMENT JOURNAL

A year-long subscription to the 2012 **KGJ**, the only statewide publication designed especially for city, county, and state government officials, will keep you up-to-date on the latest news.

DIRECTORY OF KANSAS PUBLIC OFFICIALS

This annual publication contains the only complete listing of all city, county, school, and state officials in Kansas.

LEAGUE NEWS

Get up-to-the-minute news via e-mail on developments that concern LKM and Kansas cities. This electronic newsletter is published weekly during the legislative session and periodically throughout the remainder of the year.

ONLINE LISTING ON LKM WEBSITE

Your company will be listed in the **Business Links** section of our website. In addition to your online listing, your company's website address, e-mail address, and official logo will be included online!

MUNICIPAL PRODUCTS & SERVICES GUIDE LISTING

Your company will be included in LKM's **Guide**, which offers a complete range of products and services to aid municipal officials in purchasing decisions.

PROFESSIONAL SERVICES ADVERTISING

Your company will receive a professional services advertisement in each issue of the 2012 **KGJ**.

ANNUAL CONFERENCE EXHIBIT BOOTH

Your business will receive an exhibit booth and two full registrations for the **Annual Conference**.

MBA membership runs on a calendar year, January to December 2012.

Order form on back

EXTENDED PACKAGE ORDER FORM

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CONTACT INFORMATION

Name: _____ Title: _____

Organization/Department/Building (if applicable): _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____ E-mail: _____

MBA EXTENDED PACKAGE

\$1,310 for all seven services, plus applicable sales tax.

*** Send no money now. LKM will send an invoice.**

TOTAL \$ _____

KANSAS GOVERNMENT JOURNAL

Published since 1914, the monthly ***Kansas Government Journal (KGJ)*** is the only magazine in Kansas designed especially for city, county, and state government officials. The ***KGJ*** is 32-pages and full-color throughout the entire magazine. With a circulation over 5,000, the ***KGJ*** is the most effective way to reach city officials, county officials, state legislators, and many state agencies on a monthly basis. There are three ways that a business can become involved with the ***KGJ***:



DISPLAY ADVERTISING

The ***KGJ*** is a full-color magazine and is the most visual way to attract attention for your business. Display advertisers can place full-color or black-and-white advertisements for the same low price!

PROFESSIONAL SERVICES ADVERTISING

The ***KGJ*** also includes business card sized ads that run in each issue of the magazine for 12 months. With over 6,000 readers, this is the most affordable means of presenting your products and services continually to local and state government officials in Kansas.

KGJ SUBSCRIPTION

A subscription to the ***KGJ*** ensures a strong, supportive network for Kansas government officials and those interested in local government. Each year we bring new and innovative ideas to the ***KGJ*** in our efforts to disseminate more local and state news to our readers.

order form on back

KGJ ORDER FORM

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CONTACT INFORMATION

Name: _____ Title: _____

Organization/Department/Building (if applicable): _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____ E-mail: _____

DISPLAY ADVERTISING

BACK COVER OPTION

8.5" x 11" Back Cover = \$500 

8.5" x 11" Back Cover October Issue = \$600

Indicate month(s): _____

 **BEST VALUE:**

Purchase three (3) months and receive a 20% discount OR purchase six (6) months and receive a 30% discount - offer valid on back cover ads only, subject to availability, on a first-come-first served basis

AD PLACEMENT

8.5" x 11" Full Page = \$450

2.5" x 11" or 5" x 5" Third Page = \$300

8.5" x 5.5" Half Page = \$350

3.75" x 5" Quarter Page = \$275

Indicate month(s): _____

PROFESSIONAL SERVICES ADVERTISING

5.125" x 1.5" for 12 issues = \$550

2.5" x 1.5" for 12 issues = \$450

KGJ SUBSCRIPTION (prices do not include sales tax)

12 issues = \$40.00

Single issue _____ (specify month, other than March) = \$5.00

March issue, which includes the **Kansas Tax Rate Booklet** = \$15.00

***Send no money now. LKM will send an invoice.**

TOTAL \$ _____