

2023 MARKETING OPPORTUNITIES

A. SPONSORSHIP OPPORTUNITIES

1. Local Officials Workshops (April/May)

Designed specifically as an introduction for newly elected (and seasoned) local city and town officials. It is a free workshop for members and attendees receive a copy of most recent update of **NHMA's publication, Knowing the Territory. Two sponsorships are available at \$1,000.**

2. Budget & Finance Workshops (September)

Designed for select boards, budget committee members, town administrators and managers, finance staff and other officials involved in the town or school budget process. Attendees receive most recent update of NHMA's publication, The Basic Law of Budgeting. Two sponsorships are available at \$1,000.

3. Municipal Trustees Training (June)

Held in collaboration with NH Charitable Trusts Division, NH Department of Revenue Administration, and state vendors. Two sponsorships are available at \$1,000.

4. Annual Conference (November 15 & 16, 2023)

Largest premiere event held at the Doubletree by Hilton Downtown Hotel in New Hampshire that connects sponsors/exhibitors with typically over 400 municipal officials across New Hampshire. Attendees include city and town managers, administrative assistants, department heads, and other local decision-makers from finance, parks and recreation, public works and planning departments. Sponsorship levels range from \$2,000 to \$15,000. Advertising opportunities also available.

B. ADVERTISING OPPORTUNITIES

1. New Hampshire Town & City (1,730 subscribers; bi-monthly distribution) New Hampshire Town and City is a digital and print magazine, published bi-monthly for New Hampshire municipal officials as the official publication of the New Hampshire Municipal Association. Current print circulation is approximately 1,730 and current digital circulation exceeds 6,000. Readership includes town and city officials, mayors, selectmen, town and city managers, council members, purchasing agents, finance directors, public works directors, parks and recreation directors, other elected and appointed local government officials, and state officials. In-depth articles on the broad range of issues faced by municipalities and other local governments. 5% discount applied for full year prepayments. 2023 advertising costs are: Full Page: \$552; ½ Page: \$448; ¼ Page: \$342; and 1/6 Page: \$316.

2. NewsLink (1,100 bi-weekly distribution)

NHMA's e-newsletter is distributed twice a month to nearly 1,100 municipal subscribers. Business card sized advertisement. \$50/month or \$500/year.

3. Website

\$75/month or \$800/year (located on Classified Ads page, the most visited page on NHMA's website).

C. OTHER OPPORTUNITIES

1. Product/Program/Services Demo

NHMA will work with vendors to customize a one-hour webinar presentation to members. The cost is \$350 per webinar.

2. Mailing List

NHMA offers a Large Key Officials (ranges between 950-1,000 records) mailing list at twenty cents (\$0.20) per record. Records available only in digital format. Orders are only sent after receiving payment.