



## 2022 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 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 16 & 17, 2022)**

Largest premiere event held at the Doubletree by Hilton Downtown Hotel in New Hampshire that connects sponsors/exhibitors with typically over 500 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 (1,850 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 1,850 and current digital circulation exceeds 2,000. 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. 2022 advertising costs are: Full Page: \$535; ½ Page: \$434; ¼ Page: \$332; and 1/6 Page: \$306.

**2. New Hampshire Municipal Officials Directory (July/Aug)**

*New Hampshire Municipal Officials Directory* is a comprehensive listing of municipal officials throughout the state. Entries include the name, position, mailing address, telephone number and email for local elected and appointed officials, along with office hours, website and other general information for each city and town. Each member receives a digital copy as benefit of membership. Advertisers are placed in the [Product and Services section](#) on NHMA's website.

Below are 2021 advertising rates (rates to slightly increase in 2022): Back Cover: \$1,500; Inside/Front Cover: \$1,100; Full Page: \$900; ½ Page: \$550; ¼ page: \$350; PS Guide (website only): \$200.

**3. NewsLink (1,000+; bi-weekly distribution)**

NHMA's e-newsletter is distributed twice a month to over 1,000 municipal subscribers. Business card sized advertisement. \$50/month or \$500/year.

**4. 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 vendor to customize a one-hour webinar presentation to members. 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.