

# 2024 Advertising Prospectus

**Municipal Electric Utilities of Wisconsin**, the statewide trade association representing the interests of public power providers in the Badger State, publishes and distributes a monthly e-newsletter to more than 1,000 utility professionals throughout Wisconsin and the Midwest.

MEUW's *Live Lines* has been published continuously for more than 70 years and provides useful information, news on emerging utility issues and legislation, updates on events, training programs, and member services, as well as engaging feature stories spotlighting utilities, communities and leaders. *Live Lines* is widely read and a key resource for municipal leaders and public power employees across the state.



## *Live Lines* features two sizes of advertisements — rectangle or “banner” size.

Rectangle ads are “business-card-size” and “banner” ads run the width of the newsletter page. Ads appear throughout the publication. Advertisers may choose to run the same ad for six or 12 consecutive months (\$50 upcharge to change the ad outside of the then-current term). An option for a one-time placement is available.

Rates shown are effective 1/1/2024		Ad Dimensions	(Option 1) 12 consecutive months	(Option 2) 6 consecutive months	(Option 3) One-time placement
Size / Placement					
<b>A</b> Banner / Feature Page		7.5" W x 1.25" H	\$1,200	\$625	\$200
<b>B</b> Rectangle / Feature Page		3.25" W x 2" H	\$1,025	\$600	\$175

Space must be reserved and advertisements are due by the 15th of the month prior to publication. *Live Lines* is typically distributed on the first Tuesday of each month. Placement includes a live link to the advertisers' website.

To access archived issues of *Live Lines*, visit [MEUW.org](http://MEUW.org), click on “Resources” and then “Communications and Resource Center”

Call the  
MEUW Office at  
(608) 837-2263  
with any  
questions

## Signing up to advertise in *Live Lines* is simple:

- ☐ Send an email to [Office@MEUW.org](mailto:Office@MEUW.org) and provide the following information:
  - Company name
  - Key contact name and phone number
  - Chosen size/placement (option A or B)
  - Chosen frequency/pricing plan (option 1, 2 or 3)
  - Email address to send invoice
- ☐ After you receive confirmation from MEUW, be sure to submit your properly-sized ad for placement in the next edition of *Live Lines*.

**MEUW** Municipal Electric Utilities of Wisconsin



[www.meuw.org](http://www.meuw.org)



@MunicipalElectricUtilitiesofWisconsin



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