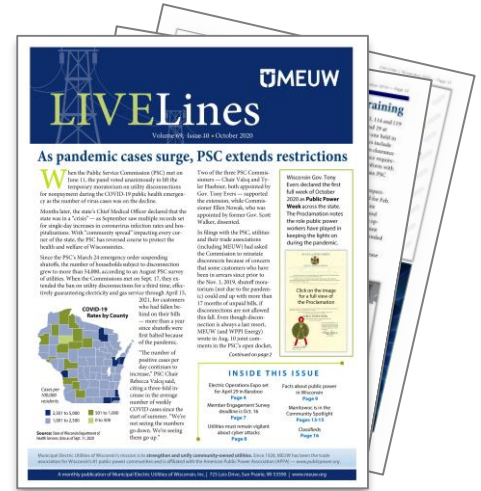


Advertising Prospectus

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 500 utility professionals throughout Wisconsin and the Midwest. MEUW's *Live Lines* has been published continuously for 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 are available for placement on feature pages or on the last page, which is an ad-only page. Information about rates and sizes are below. Advertisers may change their ad each month, though we offer a “preferred” plan rate (~10% discount) to those who run the same ad for 12 consecutive months.

Effective 1/1/2021 to 12/31/2021			(Option 1)	(Option 2)	(Option 3)
Size / Placement	Ad Dimensions		12 consecutive months	6 consecutive months	“Preferred” Plan*
A Banner / Feature Page	7.5” W x 1.25” H		\$1,125	\$675	\$995
B Rectangle / Feature Page	3.25” W x 2” H		\$950	\$550	\$855
C Rectangle / Ad-only (Final) Page	3.25” W x 2” H		\$850	\$495	\$765

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 link to advertisers’ web page.

* Run the same ad for 12 consecutive months

To access archived issues of *Live Lines*, visit 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 News@MEUW.org and provide the following information:
 - Company name
 - Key contact name and phone number
 - Chosen size/placement (option A, B or C)
 - Chosen 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*.