

2025 MEDIA KIT

The Bond Buyer's Municipal Marketplace®

The Red Book

Respected. Experienced. Reliable.

The Bond Buyer's Municipal Marketplace®

The Red Book

Kutak Rock – National Leader in Public Finance

Providing our clients from coast-to-coast with innovative and unparalleled service for over 58 years – and counting. Backed by national resources and a broad range of expertise, we have handled thousands of financings in a variety of areas, including:

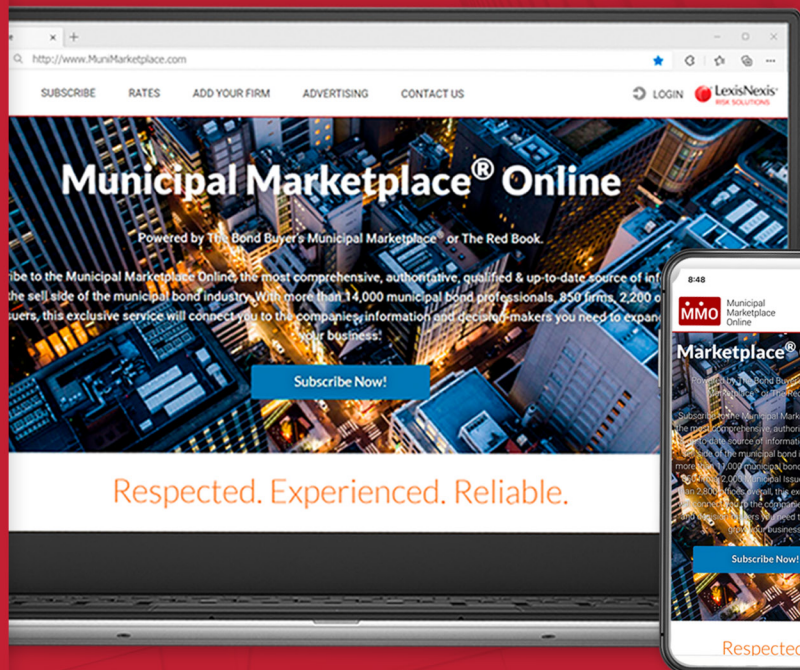
- Housing
- Healthcare
- State and Local Government
- Transportation
- Public-Private Partnerships (P3)
- Utilities
- Education
- Development Districts
- 501(c)(3) Organizations
- Secondary Markets/Derivatives

KUTAKROCK
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kutakrock.com/publicfinance



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Leverage *The Red Book* Advantage – In Print and Online

The Bond Buyer's Municipal Marketplace®, also known as *The Red Book*, is a trusted resource for the “sell” side of the municipal-bond industry — a position we’ve held for almost a century. *The Red Book* is a proven source for more qualified, more authoritative and more comprehensive contact information about the top businesses and leaders in the municipal-bond industry. Thousands of senior decision makers turn to its pages and to the *Municipal Marketplace*® Online at MuniMarketplace.com to identify new firms and business partners for creating and bringing to market new tax-free bonds.

All contact data in *The Red Book* comes directly from firms that must first prove they have been hired to work on a municipal bond within the last 24 months. Authenticated *Red Book* firms pay to be listed within the sections of the book describing the services they provide. More than three-fourths of these firms update the information they run with us every six months, making *The Red Book* data a current and more accurate source of municipal-bond industry data.

Advertise in *The Red Book* with the confidence your advertisement and listing will be seen by the right people at the right time — most of our listing firms are also subscribers to *The Red Book*.



***The Red Book* is an invaluable industry resource you will use to help you:**

- Verify names, titles, addresses, phone and fax numbers, email and website addresses and areas of expertise
- Review current industry rankings, new offices and company name changes
- Locate product and service providers, state regulators and industry associations
- Identify vendors whose products and services can help bring these bonds to market

Respected. Experienced. Reliable.

Who's Who and What's What

Who Reads *The Red Book*?

More Than 1,000 of the Top Municipal Issuers in the US – That's Who!

Because we know that so much of the activity in the municipal-bond industry begins on the desks of Municipal Issuers, The Bond Buyer's Municipal Marketplace®, also known as "*The Red Book*," is now on the desks of the Top 1,000 Municipal Issuers by volume as reported by LSEG (London Stock Exchange Group, formerly Refinitiv). These high-dollar, municipal-bond decision makers are always recruiting new service providers to work with them as they prepare to bring billions of dollars of new bonds to market each year. Don't miss being seen, sought after and selected when you advertise and list your firm in *The Red Book*!



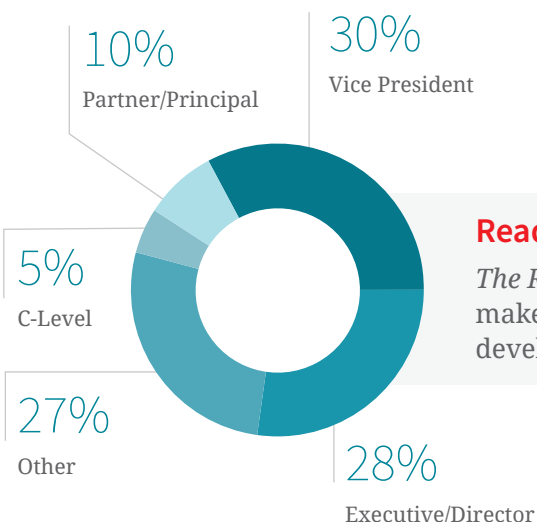
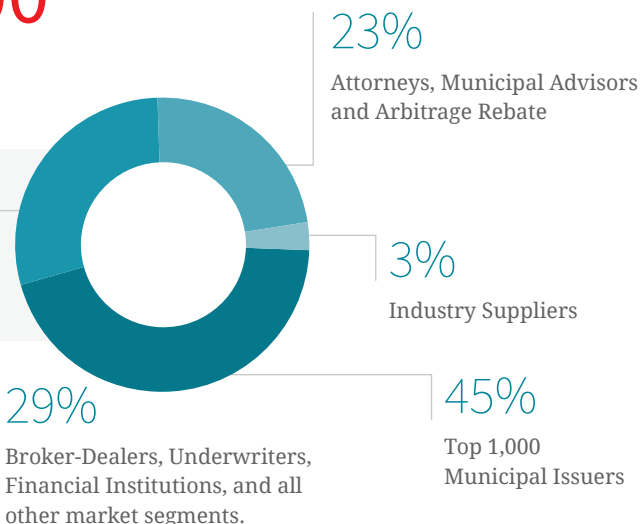
Circulation



Total Readership

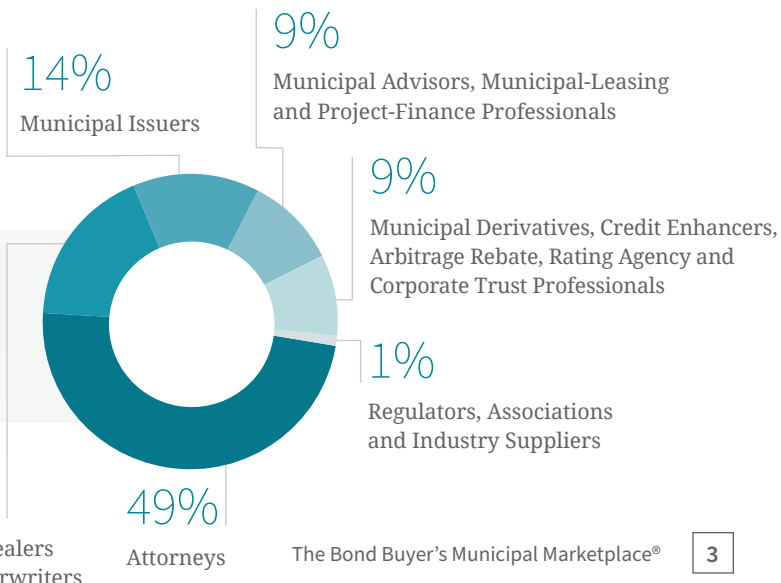
Readership by Business Type

The Red Book is used daily by participants across many segments of the municipal marketplace.



Readership by Job Title

The Red Book subscribers include top-level, sell-side decision makers who utilize *The Red Book* as a critical resource to help develop their businesses and build new relationships.



Who's Listed Inside *The Red Book*?

The Red Book lists the companies and professionals who work on the sell-side of the municipal-bond industry.

The Red Book Advertising – Standing Out from the Rest

Leading municipal issuers and advisors turn to *The Red Book* when they are planning new bond issues. *The Red Book* provides more authoritative lists of the many potential players needed for the work ahead.

Be top of mind at the right time by advertising in *The Red Book*. Gain competitive advantage by standing out as decision makers pore over *The Red Book* to identify new business partners.

Ads say so much more than a simple listing by highlighting a company's strengths, character and even brand image. What begins as an eye-catching design quickly becomes messaging that communicates why your company is the ideal choice for the deal at hand.

Advertising in print and online helps build your company's brand awareness, generate new leads and facilitate new relationships to expand your business.

Four-Color Premium Positions

Grab the attention of our exclusive subscriber base with these full-color premium positions:

- **Front Cover**
- **Back Cover**
- **Spine**
- **Inside Front Cover**
- **Inside Back Cover**
- **Thumb-Cut Tabbed Section-Opening Pages**
Right-Hand Pages only
- **Bind-ins**
- **Loose Package Inserts**
- **Sticker for Shipping Box**

The advertisement features a blue background with a central image of a lighthouse on a small island. Above the image is a red box containing the text "ASSURED GUARANTY®" and "AN EVEN STRONGER BOND". Below the image, there is a block of text announcing the merger of Assured Guaranty Municipal (AGM) into Assured Guaranty Inc. (AG), followed by a list of bullet points detailing the benefits of the merger. A QR code is located to the right of the text. At the bottom, the AG logo is displayed with the tagline "The Proven Leader in Municipal Bond Insurance" and the company name "ASSURED GUARANTY INC. • NEW YORK, NY".

Full-Color Back Cover Ad

The advertisement is a vertical strip with a red background. At the top, it reads "The Bond Buyer's Municipal Marketplace®" and "The Red Book". Below this, there is a black box with the text "Ballard Spahr" and "Our work is your vision. Realized." To the right of this box, it says "Financing the Future". At the bottom, the LexisNexis Risk Solutions logo is displayed.

Full-Color Spine Ad

The Red Book Advertising – Ad Sizes and Positions

Thumb-Cut Tabbed Section-Opening, Right-Hand Page Positions

All Section-Opening, Right-Hand Page Ads are printed in black & white and can be upgraded to include full-color printing on thick, glossy paper for only \$2,500 more per year!

- Target Business Enterprises
- Broker-Dealers & Underwriters
- Municipal Advisors
- Municipal Derivatives
- Municipal Bond Attorneys
- Tax Controversy Representation
- Credit Enhancers
- Corporate Trustees
- Arbitrage Rebate
- Rating Agencies
- Municipal Leasing
- Project Finance
- Municipal Issuers
- Master Index
- Suppliers & Services Guide

Other Special Positions/Ads

All interior positions are printed in black and white. A full-color upgrade on glossy, thicker paper is available for an additional charge.

- Thumb-Cut Tabbed Section-Opening, Right-Hand Page
- Section-Opening, Left-Hand Page
- Opposite Inside Front Cover
- Title Page
- Opposite Title Page
- Opposite Table of Contents
- Top 1,000 Municipal Issuers Opening Page
- Suppliers & Services Guide Opening Page
- Full Page
- Half Page
- Margin Strip

MUNICIPAL BOND ATTORNEYS
ILLINOIS Chicago

CHAPMAN
Focused on Finance®

CHAPMAN AND CUTLER LLP

Executive Services:
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300 S. Canal St.
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Tel: 312.463-2000
Fax: 312.755-0201
www.chapman.com

Equipment Sale/Bond Counsel

Member: NABE

PUBLIC FINANCE
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312.463-3880
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COMPANY PROFILE
CHAPMAN AND CUTLER LLP
Chapman and Cutler LLP is a leading Chicago and New York City law firm with over 100 attorneys and 1000 staff members. The firm is a member of the New York City Bar Association and the American Bar Association. The firm is a leader in the public finance industry and has been ranked as one of the top law firms in the country for many years. The firm is a member of the New York City Bar Association and the American Bar Association. The firm is a leader in the public finance industry and has been ranked as one of the top law firms in the country for many years.

PUBLIC AND INSTITUTIONAL BANKING
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CHAPMAN
Focused on Finance®

Chicago • New York • San Francisco • Washington, D.C. • Cleveland • Salt Lake City

Leading the public finance industry for 111 years.

Chapman is a go-to law firm for public finance, banking, structured finance, derivatives, securities underwriting, and distressed municipal credits. Our firmwide focus on finance and our extensive breadth and depth of experience in the public finance sector have positioned us to provide issuers, credit providers, investment banks, broker-dealers, and investors with uniquely comprehensive advice across a wide spectrum of financing transactions.

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Utilities, Transportation
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Jackson Walker
Established in 1887, Jackson Walker is the largest full-service law firm in Texas, with more than 300 attorneys serving client needs across the U.S. and around the world. Jackson Walker's public finance team has more than 100 years of collective experience, and our attorneys have worked with practically every type of entity that can borrow funds on a tax-exempt basis or provide tax-exempt financing.

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Tallahassee | Tampa | Washington, D.C. | West Palm Beach

gray-robinson.com

Create a 2-page spread with a Full-Page Ad opposite your Listing, Highlight and Logo Enhancements.

Dominate the page with a Half-Page Ad on the same page as your firm's Listing.

Distinguish your firm with a Four-Color Ad.

Enhance Your Listings in *The Red Book* With Company Profiles, Logos and Highlights

Increase Your Company's Visibility

Add these effective enhancements to your Listings to stand out from the crowd. Whether a Company Profile, Logo or Highlight, the enhancement you select will be included inside *The Red Book* and on the Municipal Marketplace Online at MuniMarketplace.com.

Highlight – Stand out on the page with a boxed Highlight around your firm's name.

Logo – Reinforce your company brand recognition by adding your Logo.

MUNICIPAL BOND ATTORNEYS TEXAS Austin

BICKERSTAFF HEATH DELGADO ACOSTA LLP

Issue Specialization:
Education, General Purpose, Health Care, Housing, Public Facilities, Transportation, Utilities

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COMPANY PROFILE
as submitted by
BICKERSTAFF HEATH DELGADO ACOSTA LLP

Recognized across Texas for more than 40 years as a leader in public law, Bickerstaff Heath supports local government entities by providing a full range of legal services, including public finance. Our attorneys serve as bond counsel to municipalities, counties, public facility corporations, college and school districts, and special districts throughout the state.

BRACEWELL LLP
Issue Specialization:
Education, Electric Power, Environmental Facilities, General Purpose, Health Care, Housing, Industrial Dev, Public Facilities, Transportation, Utilities

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Experience: Sole Bond Counsel
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Small-firm values,
Texas-sized results.
Trusted by local governments since 1988.

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SMBC

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Issue Specialization:
Education, Electric Power, General Purpose, Health Care, Housing, Industrial Dev, Public Facilities, Transportation, Utilities

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Tel: 212-224-4000
Email: nypublicfinance@smbcgroup.com
www.smbcgroup.com/what-we-do/corporate-investment-banking/structured-debt

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DEBT CAPITAL MARKETS
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● Purchase

MBIA INSURANCE CORPORATION

See National Public Finance Guarantee Corporation Purchase, NY

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Purchase, NY 10577
Tel: 914-765-3333
www.nationalptfg.com

CREDIT ENHANCERS NEW YORK Purchase

NATIONAL PUBLIC FINANCE GUARANTEE

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Adam Bergondi, Chief Risk Off, 914-765-3885
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greg.diamond@nationalptfg.com

SMBC

The Bond Buyer's Municipal Marketplace®

427 Fall 2024

Company Profile – Spotlight your firm's experiences and unique expertise by adding a 100-word Company Profile. Your Company Profile lengthens your Listing and gives it greater visibility.

Highlighted Cross-Reference Listing – Add a Highlighted Cross-Reference Listing to point readers to a new company name and/or location(s).

Enhance Your Listings on the MuniMarketplace.com

Adding a Highlight, Logo or Company Profile to your Listing in *The Red Book* also helps maximize your firm's visibility and reach online at MuniMarketplace.com.

Highlight – Your firm's name will appear at the top of the list in bold when you add any enhancement.

Company Profile – Adding a Company Profile will lengthen your Listing, providing it more visibility.

The screenshot shows the MuniMarketplace.com search results page. On the left is a sidebar with search filters: Company Name, Organization Type, Geographic Location, Issue Specialization, Individual Name, Target Business Enterprises, Top 1000 Issuers, and Reset Search. The main content area displays search results for 'STITES & HARBISON, PLLC'. The first result is highlighted with a red box. Below the results, a 'COMPANY PROFILE' section is also highlighted with a red box. The profile includes the company name, location (Jeffersonville, IN), and a detailed description of their services.

STITES & HARBISON, PLLC
Municipal Bond Attorneys
Jeffersonville, IN

STITES & HARBISON, PLLC
Municipal Bond Attorneys
Lexington, KY

STITES & HARBISON, PLLC
Municipal Bond Attorneys
Louisville, KY

COMPANY PROFILE
STITES & HARBISON, PLLC
Jeffersonville, IN

As Submitted by STITES & HARBISON, PLLC

Stites & Harbison has substantial experience in municipal and public authority finance, in addition to other areas of specialization including banking and securities, corporate and commercial transactions, environmental law and litigation. The firm serves as bond counsel for cities, counties, sewer districts, school districts and state authorities. Firm clients include financial institutions, investment banks, not-for-profit organizations, manufacturers, health care institutions and environmental concerns. The Firm also represents trustees.

Logo – Reinforce your company brand recognition by adding your full-color Logo where your listing appears.

The screenshot shows the MuniMarketplace.com search results page for 'FISHMAN HAYGOOD LLP'. The first result is highlighted with a red box. Below the results, a 'CONTACT INFORMATION' section is also highlighted with a red box. The contact information includes the company name, address, phone number, fax number, email address, and website.

FISHMAN HAYGOOD LLP
Project Finance Attorneys
Baton Rouge, LA

FISHMAN HAYGOOD LLP

100 North St., Ste. 800
Baton Rouge, LA 70802

TAX ID: 72-1329574
EXPERIENCE: Issuer's Counsel

TEL: 225-706-4080
FAX: 225-706-1057
E-MAIL: info@fishmanhaygood.com
WEBSITE: www.fishmanhaygood.com

Member: NABL
LSBA Filing LA-24-17432

Electronic Advertising – The Municipal Marketplace® Online and *The Red Flyer*

Advertising electronically within *The Red Book* family of products expands the reach of your company's brand even further into the municipal-bond industry, whether with a Tile Ad on the Municipal Marketplace Online at MuniMarketplace.com or via an Advertisement in *The Red Flyer*.

MuniMarketplace.com Advertising

Advertising on the MuniMarketplace.com showcases your firm's thought-leadership and is a cost-effective way to place your company's message at the front and center of the municipal-bond industry.

More than 95% of all *Red Book* subscriptions—both the paid subscribers and the Top 1,000 Issuers—include access to the website. Companies advertising on the MuniMarketplace.com know that their message is seen by subscribers and non-subscribers alike as all ad positions appear on pages anyone visiting the website can see.

Home Page

Municipal Marketplace® Online
Powered by The Bond Buyer's Municipal Marketplace® or The Red Book.

Subscribe to the Municipal Marketplace Online, the most comprehensive, authoritative, qualified & up-to-date source of information serving the municipal bond industry. With more than 14,000 municipal bond professionals, 850 firms, 2,200 offices, and 1,600 issuers, this exclusive service will connect you to the companies, information and decision-makers you need to expand and grow your business.

Subscribe Now!

Respected. Experienced. Reliable.

- Subscribe**
Access Municipal Marketplace® Online now.
- Connect**
Gain instant access to the most complete, up-to-date and trusted source of municipal bond firms, professionals and issuers.
- Grow Your Business**
Connect to the municipal bond professionals, market segments and information you need to expand and grow your business.
- Stay Informed**
Powered by the Red Book, Municipal Marketplace® Online connects the municipal bond professionals across the industry who make deals happen.

Sponsored Ad: Dinsmore is a full-service, national law firm with over 725 attorneys. Our public finance practice dates back to 1896 and now, with nearly forty lawyers, is one of the largest in the country. Our attorneys typically focus on specific types of financings, securities and disclosure, or tax. Please visit <http://www.dinsmore.com/public>.

Connect to the Marketplace
Municipal Marketplace Online is the most comprehensive, authoritative, qualified & up-to-date source of information, including more than 14,000 municipal bond professionals, 850 firms, 2,200 offices, and 1,600 issuers. This exclusive service will connect you to the companies, information and decision-makers you need to expand and grow your business. *The Red Book* and *Municipal Marketplace Online* information comes directly from recognized industry firms who first must qualify to be listed and then pay an ongoing listing fee.

Subscribe Now!

Grow Your Business

- Identify new partners and prospects quickly with powerful search-engine options.
- Improve the success of your firm's marketing programs with the most current contact data available.
- Instantly e-mail an individual or an organization.
- Find an individual's name easily, even if you only know part of a first or last name.

Subscribe Now!

Stay Informed

- Verify names, titles, addresses, phone & fax numbers, e-mail & website addresses as well as areas of market specialization.
- View new offices, company name changes and annual issuer rankings.
- Locate product and service providers, target business enterprises, state regulators and industry associations.

Subscribe Now!

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Home-Page
Ad

Subscribe Page

Subscribe

The Bond Buyer's Municipal Marketplace® or Red Book and Municipal Marketplace Online (MML) are the most current and comprehensive sources of contact information serving the well-versed of the municipal bond industry.

MML is the most comprehensive, authoritative, qualified & up-to-date source of information, listing more than 17,000 municipal bond professionals, 850 firms, 2,200 offices and 1,600 issuers. MML is an exclusive service that will connect you and your firm to the companies, information and decision-makers you need to expand and grow your business. Information comes directly from recognized industry firms who first must qualify to be listed and then pay an ongoing listing fee.

To access Municipal Marketplace Online now, choose one of the following options:

Purchase an Annual Subscription Now
To access MML, purchase an annual subscription now. Your subscription includes the Spring and Fall editions of the Red Book.

Order an Annual Subscription

Trial Subscription
A Trial Subscription provides you with full access to Municipal Marketplace Online FREE for 1 full day. Take advantage of this opportunity to explore this powerful service and its extensive list of municipal bond industry professionals, their companies and specializations. Only 1 Trial Subscription allowed per person.

Renew a Trial Subscription

Questions?
If you have any questions, please contact us:
E-Mail: Subscriptions@mml.com
Tel: +1 800 321-9373
Fax: +1 347 376-9616

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Sponsored Ad: BRYAN CAVE LEIGHTON PAISNER LLP

Sponsored
Ad

Add Your Firm Page

Add Your Firm

The Bond Buyer's Municipal Marketplace directory and website are the only qualified sources of contacts in the municipal bond industry. Inclusion in the directory or website provides your firm with a strong market presence and communicates your qualifications to other participants in the industry.

How do I get my organization listed?
To be eligible for inclusion, each prospective organization must fill out an appropriate application form, and depending on the type of organization, provide relevant documentation demonstrating relevant professional experience. View the [Municipal Marketplace Listing Subscriptions](#) for more details.

Click on the appropriate organization type below for an application form.

Additions/Deletions Association Broker-Dealers Corporate Issuers Credit Enhancer Municipal Advisors	Municipal Bond Attorneys Municipal Dealers Municipal Lenders Public Funds Manager Rating Agencies	Securities & Services Target Business Enterprises Tax Controversy Reconciliation Underwriters
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Sponsored Ad: DBC Municipal Finance Software Solutions

Sponsored
Ad

Electronic Advertising – (continued)

The Red Flyer

Decision makers across the marketplace also seek out potential vendors and customers through *The Red Flyer* several times each year with *Red Book* deadline reminders, helpful information on new ways to reach more customers and a calendar of upcoming industry conferences.



THE

RedFLYER

Newsletter

February 2024 – Volume 18 – Issue 1

Inside this Issue

[Publisher's Note](#) [Product News](#) [Business Development Center](#) [Company News](#) [Conference Schedule](#)

publisher's note

Looking Up in 2024?


A belated Happy New Year to all! *The Red Book* enthusiastically welcomes 2024, especially after the most robust December the bond market has seen in years. In the last 45 days – at least from our perspective – *The Red Book*, also known as *The Bond Buyer's Municipal Marketplace*®, has welcomed five new law firms to its Municipal Bond Attorneys Section, all the result of industry veterans parting ways with existing firms and venturing out to launch their own practices from which they plan begin writing opinions for new issues immediately. We are cautiously optimistic for the municipal-bond industry in 2024 and hope you are, too.

Reaching the Top 1,000 Issuers

The Top 1,000 Municipal Issuers (as measured by LSEG, formerly Refinitiv by volume of issues released) each continue to receive complimentary subscriptions to *The Red Book* as part of our ongoing commitment to connecting these largest, most active issuers of municipal bonds with YOU – the attorneys, underwriters, broker-dealers, credit enhancers, and corporate trustees – who are most eager to help them bring those new bonds to market.


The Red Book is here to connect all of you with one another, and we look forward to doing that with continued excellence in 2024 and beyond. We are only an e-mail or phone call away.

Sincerely yours,



Tom Toussaint
Publisher
The Bond Buyer's Municipal Marketplace®
(847) 933-8198
Tom.Toussaint@LexisNexisRisk.com

Advertisement – Foley & Lardner LLP



Award-Winning Public Finance Attorneys at Your Service

At Foley & Lardner LLP, we draw on the diverse skills and experience of our nationally recognized* public finance attorneys to deliver innovative finance solutions. Rooted in deep history, our team combines national reach with a regional and local presence for “on the ground” support when and where it is needed.

Our services include:

- General Public Finance
- Health Care and Nonprofit Finance
- Airports, Docks, and Transportation Finance
- Utilities and Other Public Infrastructure
- Tax Increment Finance


- Housing
- Post-Issuance Compliance and Rebate
- Derivatives
- Securities Law
- Disclosure Experience
- Tax Controversy

Tell us how we can help achieve your finances goals.

Contact Public Finance Practice Chair Laura L. Bilas at 312.832.4533 in our Chicago office.

Our Public Finance Practice was nationally recognized on the 2023 U.S. News - Best Lawyers® “Best Law Firms” list, in addition to individual recognitions regionally by The Best Lawyers in America® (2023) and Chambers USA (2023).

FOLEY.COM



2024 Foley & Lardner LLP | Attorney Advertisement | 24.45111
321 N. Clark St., Suite 3000, Chicago, IL 60654 | 312.832.4500

The Red Flyer Advertising

The Red Flyer provides an informal way to directly reach more than 9,500 municipal-bond professionals in our Database via email five times each year. Connect with our customers as we remind them to send in their contact Listing updates, suggest unique ways to reach more customers, grow their businesses and even share recently updated customer data.


Advertising within *The Red Flyer* offers you the opportunity to increase brand recognition, demonstrate expertise and introduce new products and services. We offer two advertising levels: **Display Advertisements** and **Standard Advertisements**.

The Red Flyer's **NEW Display Advertisement** offers sponsors the most space or “real estate” in the e-newsletter via a full-color display ad in the form of an html file that can include multiple images and interactive links.

Our **Standard Advertisement** includes a 150-word description, the company's Logo and a link embedded in the Ad connecting readers to the webpage address provided by the company.

See *Red Flyer* Advertising pricing on Page 13.

Sponsorship – National Association of Bond Lawyers (NABL)



The National Association of Bond Lawyers (NABL) is dedicated to safeguarding the integrity of the municipal market. A trusted resource, NABL provides a wealth of valuable resources, education, and advocacy to ensure the laws affecting state and municipal bonds are upheld. As a member, you'll have access to high-quality CLE programs and networking opportunities specifically designed for the public finance community. Immerse yourself in The Institute, The Workshop, and The Essentials, or delve into the On-Demand Learning Library, featuring webinars and recorded conference sessions. Depend on NABL to advocate for public finance policy and tackle federal issues impacting municipal markets, discover more at www.nabl.org/advocacy.

SPECIAL MEMBERSHIP OFFER!

Join NABL and put REDBOOK23 in the member referral area any time after August 1, 2023, and your membership will be extended through December 2024. That's 17 months of NABL membership benefits for the price of one year. This offer is only for new members.

The Bond Buyer's Municipal Marketplace®

9

The Red Book Database – Reach Who You Want, When and How You Want

Ready to launch a new product or service campaign to municipal-bond attorneys, issuers or advisors and looking for a simple, direct way to reach them in large numbers? Or does your team need some fresh sales leads that are more accurate and more reliable? *The Red Book Database* might be just the resource you need.

The Red Book Database includes all firms and individual names listed in *The Bond Buyer's Municipal Marketplace*® or *The Red Book* and their accompanying contact information.

The data file is delivered in an Excel spreadsheet twice during the year and provides main- and branch-office locations and the sections in which they list. Each record contains the individual's first and last names, title, postal and email addresses and phone and fax numbers. For municipal issuers, we also provide debt totals and the number of issues released going back more than a decade.

Lease the entire file of more than 11,000 names or narrow it down by section, geography or a combination of the two. Our contact information comes directly from the companies who pay to be included in *The Red Book*, making it a great source for more accurate and more complete contact data.

Pricing

Complete Database Annual Lease \$17,500

Section	Count*
Arbitrage Rebate	138
Associations	59
Municipal Bond Attorneys	5,330
Corporate Trustees	53
Credit Enhancers	174
Broker-Dealers & Underwriters	2,047
Municipal Advisors	772
Municipal Derivatives	122
Municipal Issuers	1,900
Municipal Leasing	47
Project Finance	213
Rating Agencies	468
Regulators, Depository & Clearing	27
Tax Controversy Representation	80
Suppliers & Services Guide	37

Total: 11,467 names

* Counts are approximate and change as firms send us updates.

Segmented Database Pricing

Prices begin at \$1.75 per individual record with a \$1,000 minimum order.

Databases are leased as annual licenses that allow for unlimited use of the data during the term of the lease and include two data-file deliveries.

The Bond Buyer's Municipal Marketplace

Spring and Fall 2025 Editions

Rate Card No. 46

Print Sizes	Width x Height
Front Cover	5.125" x 5"
Spine	1" x 4.5"
Title Page	5.125" x 5"
Section Opening	5.125" x 7.25"
Full Page	5.125" x 8"
Half Page	5.125" x 4"
Margin Strip	5.125" x 1"
Logo	1.044" x 1"
Loose Package Insert	5.125" x 3.75"

Online Sizes	Pixel Size (w x h)
Title Ad	250 x 300
Logo	No larger than 100 x 60

Reservation Dates and Policies

The Red Book Publication Schedule

Published twice annually in May and November

Space and Advertising Materials Deadlines

Spring – February 24, 2025

Fall – August 12, 2025

Note: Any contract or artwork submitted after the Advertising Materials Deadline will be charged a late fee. Artwork submitted incorrectly will be returned to the customer. Customer acknowledges that late artwork might not appear in the upcoming edition.

Billing

All invoices are payable upon publication of the first contracted issue. Terms are net 30.

Reservation Policy and Multi-Year Contracts

Guaranteed positions awarded on a first-come, first-served basis upon our receipt of the signed contract. Contracts can be written for 1- or 2-year terms and contract pricing is guaranteed for the duration of the contract.

Courtesy Rates for Display Advertisers

Display Advertisers receive special pricing on subscriptions to *The Red Book*/MuniMarketplace.com and *The Red Book* Database.

The Bond Buyer's Municipal Marketplace

Spring and Fall 2025 Editions

Rate Card No. 46

The Red Book Display Ads

Full-Color Premium Positions

Ad Position	Annual Rates
Front Cover	\$45,500
Back Cover	\$42,500
Spine	\$40,000
Bind-Ins*	\$32,000
Inside Front Cover	\$19,000
Inside Back Cover	\$15,500
Section-Opening Right-Hand Page	\$16,000
Loose Package Insert*	\$6,000
Sticker for Shipping Box*	\$6,000

* Printed by *The Red Book*

Black-and-White Positions

Ad Type	Annual Rates
Section-Opening, Right-Hand Page	\$13,500
Section-Opening, Left-Hand Page	\$11,500
Opposite Inside Front Cover	\$15,500
Title Page	\$12,500
Opposite Title Page	\$15,500
Opposite Table of Contents	\$14,500
Full Page	\$9,500
Half Page	\$7,000
Margin Strips up to 3	(each) \$2,000
Margin Strips 4 or more	(each) \$1,700
Full Color <i>Add full color to any ad on thicker, glossy paper</i>	additional \$3,500

Section-Opening Page Options

- Target Business Enterprises
- Broker-Dealers & Underwriters
- Municipal Advisors
- Municipal Derivatives
- Municipal Bond Attorneys
- Tax Controversy Representation
- Credit Enhancers
- Corporate Trustees
- Arbitrage Rebate
- Rating Agencies
- Municipal Leasing
- Project Finance
- Municipal Issuers
- Master Index
- Suppliers & Services Guide

The Bond Buyer’s Municipal Marketplace

Spring and Fall 2025 Editions

Rate Card No. 46

Electronic Advertising Rates

Municipal Marketplace Online Advertising Rates

Home-Page Banner Ad	
6 months	\$900
1 year	\$1,500

Tile Ad	
6 months	\$900
1 year	\$1,500

Print and Online Listing Enhancements

Company Profile	Every 6 Months
Up to 100 words	\$325
101 to 300 words	\$400
Logo	\$300
Highlight	\$200
for Display Advertisers, Half-Page or larger	FREE, 1 per Ad
Highlighted Cross-Reference Listing	\$400

THE RedFLYER E-Newsletter

Publishing in February, May, July, October and December

Display Advertisement	
1 issue	\$700
3 issues	\$1,650
5 issues	\$2,000

Standard Advertisement	
1 issue	\$400
3 issues	\$900
5 issues	\$1,250

The Bond Buyer's Municipal Marketplace

Spring and Fall 2025 Editions

Rate Card No. 46

Suppliers & Services Guide Listings and Enhancements in Print and Online

Printed on yellow paper, this special section showcases your firm and the ways it can serve the municipal-bond industry.

Build Your Business Quickly!

Your company's Listing appears in two places — on the Municipal Marketplace Online at MuniMarketplace.com and in *The Red Book*.

Print and Online Listing Fees

Listing		Every 6 Months
Listing in 1 Section		\$425
<i>Includes Complimentary 100-Word Company Profile</i>		
Additional Listing		\$225
<i>in Each Different Section</i>		
Logo		\$300
Highlight		\$200
Company Profile		
Up to 100 Words		Complimentary with Listing
101 to 300 Words		\$300

Suppliers & Services Guide Sections

Advertising Agencies

Consulting Services

Executive Search

Financial Printers

Government Banking & Services

Online Services

- Internet Service Products
- Internet Sites
- Other Online Services

Publications

Securities Clearance

Software & Information Services

- Compliance Solutions
- Deal Structuring, Pricing, Bidding
- Market & Investors Information
- Public Funds Management
- Trading and Processing
- Trust Accounting
- Other Software/Information Services

Training & Professional Development

The Bond Buyer's Municipal Marketplace Spring and Fall 2024 Editions

Rate Card No. 46

Suppliers & Services Guide Display Advertising Rates

Expand your Market Reach

Grab the attention of this exclusive Municipal Marketplace subscriber base with these premium ad positions on yellow paper.

- All print ads in Suppliers & Services Guide appear in black and white.
- Rates cover 2 editions.

Ad Position	Annual Rates
Section Front Cover	\$5,500
Full Page	\$5,000
Half Page	\$3,000
Margin Strip	\$2,000

Print Ad Example

The image shows a print advertisement for 'The Bond Buyer's Municipal Marketplace'. The ad is on a yellow background. At the top, the title 'The Bond Buyer's Municipal Marketplace®' is in a large, bold, black serif font. Below it, 'The Red Book' is written in a smaller, bold, black sans-serif font. Underneath that, 'Suppliers & Services' is in a bold, black sans-serif font. The main content area features a dark, abstract image of a city skyline at night. Overlaid on this image is the text 'DBC® Debt Manager' in a small, white sans-serif font, followed by 'Powerful Debt Management Tool for Municipal Issuers' in a larger, white sans-serif font. Below this, in a very small white font, is the text 'Efficient tracking of your outstanding issuance with extensive current and historical reporting from a single comprehensive database.' At the bottom left of the ad, in a small black font, is 'For more information, visit ssctech.com'. At the bottom right, there are two logos: 'SS&C' in a bold, black sans-serif font, and the 'LexisNexis RISK SOLUTIONS' logo, which consists of a circular icon and the text 'LexisNexis RISK SOLUTIONS' in a black sans-serif font.

For more information, email us at redbook@lexisnexisrisk.com,
call 847.933.5160, or visit munimarketplace.com



About LexisNexis Risk Solutions

LexisNexis® Risk Solutions harnesses the power of data, sophisticated analytics platforms and technology solutions to provide insights that help businesses across multiple industries and governmental entities reduce risk and improve decisions to benefit people around the globe. Headquartered in metro Atlanta, Georgia, we have offices throughout the world and are part of RELX (LSE: REL/NYSE: RELX), a global provider of information-based analytics and decision tools for professional and business customers. For more information, please visit www.risk.lexisnexis.com and www.relx.com.

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