



Guidelines for Milwaukee Public Library Flier Distribution and Postings

Flier and Poster Distribution Service

The Milwaukee Public Library provides limited space in libraries for free distribution of information from organizations engaged in educational, cultural, intellectual or charitable activities. Milwaukee Public Library also provides bulletin board space in public libraries to post materials announcing events happening in Milwaukee County.

Organizations may send fliers or brochures or posters to each library, or they may use the Flier Distribution Service, which is located in the Central Library and delivers community information to public libraries in the City of Milwaukee twice each week.

Staff members at each library will post and display materials. Members of the public may not post or display materials in libraries. Posting or distribution of any item does not constitute library endorsement.

Guidelines for Materials for Posting or Distributing :

- Due to space limitations, information about library events, events in the immediate service area of the library, events in the city of Milwaukee and in Milwaukee County, and events outside the county will be given priority in that order.
- The library does not post or distribute information regarding: commercial activities (*monetary solicitation, except for library or city-sponsored fundraising; items involving the sale, advertising or promotion of products or services*); illegal or pornographic activities; personal or family activities.
- The Library does not distribute newsletters.
- Materials submitted for posting must include the date of the event.
- Due to limited bulletin board space for posting, priority will be given to items that range in size from 8.5 x 11 inches up to 11 x 17 inches. Larger items will be posted as space allows. **Items must be in good condition, not damaged, torn, or wrinkled.**
- The library does not post items with tear-off cards, tabs, or registration forms.
- Due to space and storage limitations, quantities of brochures, fliers and other print items should be limited to no more than 50 per library. Materials will not be returned.

How To Use the Library's Flier Distribution Service

1. Materials must be submitted no later than **15 days** prior to an event to ensure timely dissemination of those materials
2. Materials submitted for distribution must be ready for delivery to libraries:

Single Copies: Submit fifteen (15) items for distribution to public libraries throughout the City of Milwaukee. Posters or other large flat items must be rolled individually and fastened with cord or rubber bands.

Multiple or bulk materials: If multiple copies are to be distributed, bundle and band items into fifteen (15) distinct bundles. Since most libraries have limited space, quantities of items should be limited to no more than 50 per agency. Organizations also should indicate when submitting fliers if they are requesting posting in addition to free distribution.

3. Materials must be submitted with a Flier Distribution Request Form (MPL-31X.CIR) which includes name of organization, contact person, telephone number, total pieces and requested handling.
4. The Flier Distribution Service does not deliver to individual libraries:
 - Class schedules, newspapers and other periodicals
 - Directories (telephone/advertising listings for special interest groups)

Organizations and publishers wishing to make publications available to the public at City of Milwaukee libraries must contact each library to determine how many the library wishes to receive and to make arrangements to deliver to each individual library. (See listing below.)

5. Items for posting or distribution throughout the library system can be delivered to Flier Distribution Service in one of three ways.

1.) Mail to:

Milwaukee Public Library
ATTN: Flier Distribution
814 West Wisconsin Avenue
Milwaukee, WI 53233-2385

2.) Drop off at Central Library

Wisconsin Avenue Check-Out/Return Desk. Enter at 814 W. Wisconsin Avenue.

- The library is not responsible for materials dropped off at any other location inside the Central Library building.

Items to be distributed at selected individual library locations must be mailed or delivered to the library. See list of locations and addresses below:

Atkinson Library

1960 West Atkinson Avenue
Milwaukee, WI 53209
Attn: Branch Manager

Bay View Library

2566 South Kinnickinnic Avenue
Milwaukee, WI 53207
Attn: Branch Manager

Capitol Library

3969 North 74th Street
Milwaukee, WI 53216

Attn: Branch Manager

Center Street Library

2727 West Fond du Lac Avenue
Milwaukee, WI 53210
Attn: Branch Manager

Central Library

814 West Wisconsin Avenue
Milwaukee, WI 53233
Attn: Circulation Supervisor

East Library

2320 North Cramer Street
Milwaukee, WI 53211
Attn: Branch Manager

Martin Luther King Library

310 West Locust Street
Milwaukee, WI 53212
Attn: Branch Manager

Mill Road Library/Good Hope Library

6431 North 76th Street
Milwaukee, WI 53223
Attn: Branch Manager

Mitchell Street Library

906 West Historic Mitchell Street
Milwaukee, WI 53204
Attn: Branch Manager

Tippecanoe Library

3912 South Howell Avenue
Milwaukee, WI 53207
Attn: Branch Manager

Villard Square Branch

5190 N. 35th Street
Milwaukee, WI 53209
Attn: Branch Manager

Washington Park Library

2121 N. Sherman Blvd.
Milwaukee, WI 53208
Attn: Branch Manager

Zablocki Library

3501 West Oklahoma Avenue
Milwaukee, WI 53215
Attn: Branch Manager
MPL-29X.CIR