

# Arizona City & Town

A publication of the League of Arizona Cities and Towns



## Why Advertise?

1. Direct access to **hundreds of city officials and employees in 91 Arizona cities**, including finance directors, public works and safety directors, utilities, mayors, commissioners and department heads.
2. *Arizona City & Town* will be printed in four-color with a professional, eye-catching design and a clean layout. Each issue will feature relevant editorial for members, which means readers will be more engaged with the magazine and your advertisements. The net result is **longer exposure time to potential buyers**.
3. **Your advertising message can be communicated in affordable four-color** — which allows you to get more for your advertising dollar.

## About the Publication

*Arizona City & Town* is a professionally designed newsstand-quality magazine from the League of Arizona Cities and Towns. Each semiannual magazine is mailed to Arizona municipal officials, providing them with educational, compelling and relevant information about the latest issues in city government.

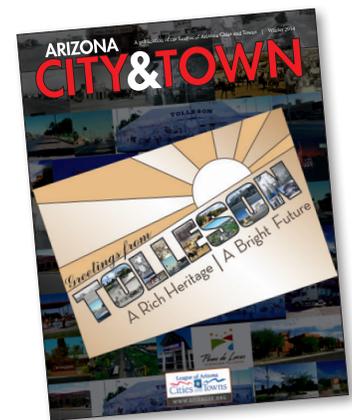
## Editorial Calendar

Ad Sales Close	Artwork Due	Issue Date
5/21/14	5/28/14	August 2014
10/22/14	10/29/14	January 2015

## Maximize Your Investment in Future Sales

Advertising is an investment in future sales. Receiving the optimum return on your investment requires exposure to your current and potential customers. *Arizona City & Town* allows potential customers to connect with your products or services for as little as \$995 per year. It allows your message to be viewed twice each year in a publication that high-ranking officials in cities throughout Arizona eagerly anticipate.

Your advertisement is an investment in future sales. Invest wisely.



Reach representatives of 91 Arizona cities through strategic targeted advertising in one publication — ***Arizona City & Town!***

The League of Arizona Cities & Towns represents hundreds of city officials and employees — members who account for millions of dollars in municipal buying power throughout the state!

## Publisher

Innovative Publishing, a national publisher of association and corporate magazines for more than 20 years, is the official publisher of *Arizona City & Town*.

**INNOVATIVE**  
PUBLISHING  
www.innovativepublishing.com

## Please contact

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## Net Advertising Rates

	Black & White	Full Color
IFC/IBC Covers	n/a	\$3,800
Back Cover	n/a	\$3,800
Full Page	\$2,995	\$3,400
1/2 Page	\$1,995	\$2,500
1/3 Page	\$1,795	\$2,200
1/4 Page	\$1,295	\$1,800
1/6 Page	\$995	\$1,500

Covers include: inside front cover, inside back cover and back cover  
Rates are for placement in two issues.

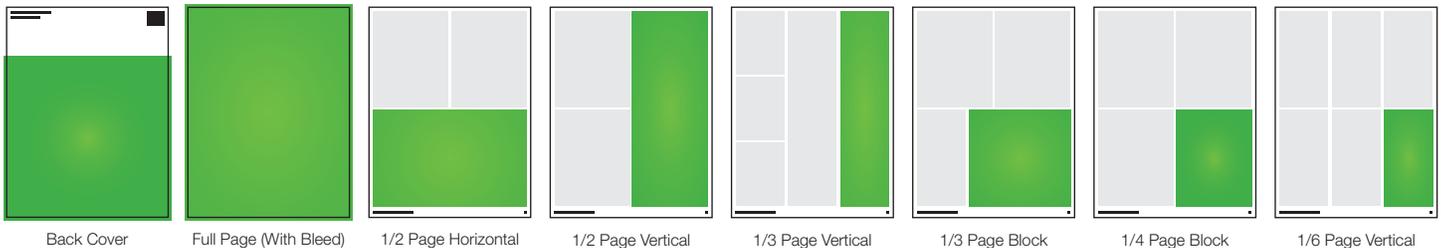
## Production Charges to Design Ads

Rate for design and layout is \$100.

## Payment Terms

- Make checks payable to Innovative Publishing.
- American Express, MasterCard or Visa accepted

## Ad Sizes



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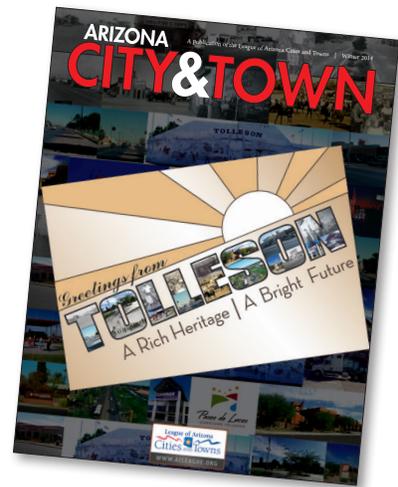
## Ad Size Specifications

Page Size	8.375" x 10.875"
Back Cover*	8.375" x 8.3"*
Full Page*	8.375" x 10.875"*
1/2 Page Horizontal	7.875" x 4.937"
1/2 Page Vertical	3.875" x 10"
1/3 Page Vertical	2.5" x 10"
1/3 Page Block	5.187" x 4.937"
1/4 Page Block	3.875" x 4.937"
1/6 Page Vertical	2.5" x 4.937"

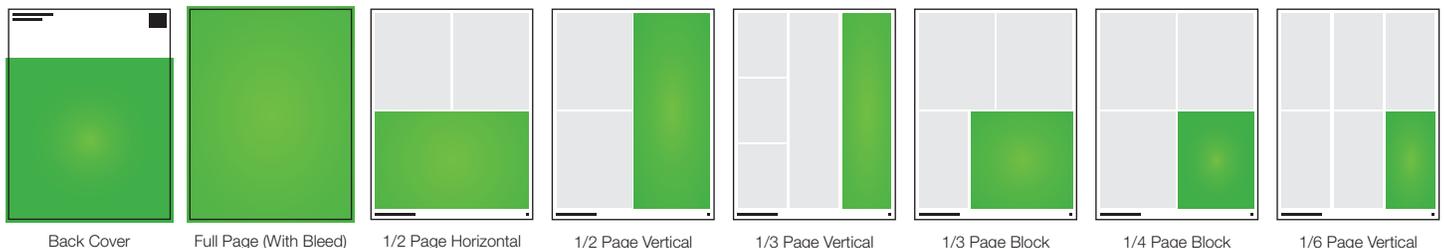
*\*Back cover and full-page ads are intended to bleed off the page; please include an additional 0.125" of bleed area on each edge. Please keep all important art and copy inset at least 0.25" from the page edge.*

## Digital File Requirements

- Submit all artwork in Mac-based Adobe InDesign, Adobe Illustrator, Adobe Photoshop or as a PDF file, press optimized. Please use Acrobat Distiller to create your PDF. Visit [www.innovativepublishing.com](http://www.innovativepublishing.com) and select "Tools and Upload" for PDF submission guidelines.
- Graphics should be set at a minimum resolution of 300 dpi.
- All colors must be created as process colors and as CMYK.
- Ads larger than 5MB can be uploaded to our FTP site. Go to [www.innovativepublishing.com](http://www.innovativepublishing.com) and select "Tools and Upload." Ads can also be mailed to us at the address below or can be emailed to: [graphics@innovativepublishing.com](mailto:graphics@innovativepublishing.com).



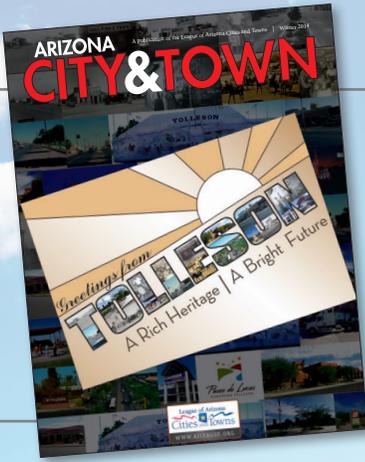
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**INNOVATIVE**  
 PUBLISHING  
[www.innovativepublishing.com](http://www.innovativepublishing.com)

Innovative Publishing  
 10629 Henning Way, Suite 8  
 Louisville, Kentucky 40241



## Association Allies

City officials and employees throughout the state of Arizona enjoy each issue of *Arizona City & Town* because of trusted vendors like these that support the magazine through their advertisements. These companies recognize the significance of their partnerships with LACT and the benefits of *Arizona City & Town* as an effective forum for speaking directly to Arizona's municipal decision-makers.

Arizona Public Employers Health Pool

Arizona Wireless Association

Central Arizona Project

Charles Abbott Associates, Inc.

Cox Business

Curtis Goodwin Sullivan Udall & Schwab

Faith, Ledyard & Nickel, PLC

GovNET

Gust Rosenfeld

Humana

Midstate Energy

TischlerBise

University of Arizona College of Agriculture & Life  
Sciences Cooperative Extension

W.C. Scoutten, Inc.

