

# ARIZONA CITY&TOWN

A Publication of the League of Arizona Cities and Towns



## WHO ARE WE?

Our association represents **hundreds of decision-makers** responsible for contracting, purchasing or recommending your products and services, including:

- Finance directors
- Public works directors
- Department heads
  - Mayors
- City council members
- Appointed city officials

## WHY LACT?

We represent municipal officials from **100%** of Arizona's incorporated cities and towns.

Our members spend **more than \$1 billion** annually on products and services relating to their cities and citizens.



## ABOUT THE PUBLICATION



**Arizona City & Town** is the official publication of the League of Arizona Cities and Towns. This professionally designed semiannual magazine is a critical component of LACT's communications program and features relevant editorial for people directly involved in municipal government throughout Arizona. When our readers are ready to contract services and products for their cities, **make sure they think of you first.**

## 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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## EDITORIAL CALENDAR

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

## NET ADVERTISING RATES: ARIZONA CITY & TOWN

Size	1x	2x
Covers	\$2,000	\$1,900
Full Page	\$1,900	\$1,700
1/2 Page	\$1,400	\$1,250
1/3 Page	\$1,250	\$1,100
1/4 Page	\$1,000	\$900
1/6 Page	\$ 850	\$750
1/9 Page	\$ 700	\$600

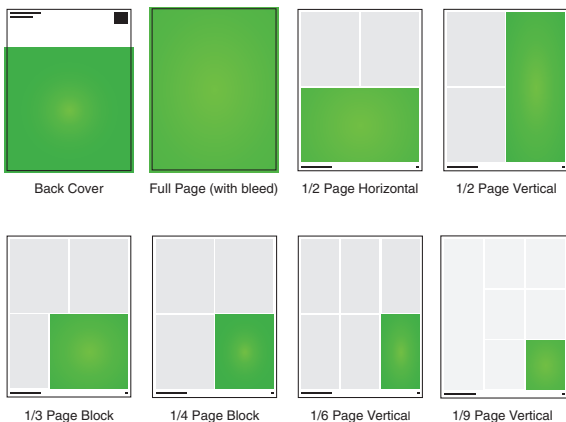
Covers include: inside front cover, inside back cover and back cover.

## SPECIFICATIONS: ARIZONA CITY & TOWN

Page Size	8.375" x 10.875" (trim)
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 Block	5.187" x 4.937"
1/4 Page Block	3.875" x 4.937"
1/6 Page Vertical	2.5" x 4.937"
1/9 Page Block	2.5" x 3.25"
Bleeds	Add 0.125"

\*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.

## AD SIZES



## 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 file-sharing 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).



## DESIGN SERVICES

If you need help designing your ad, our graphic designers can design it for you at **no charge**.



## PAYMENT TERMS

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



## PLEASE CONTACT

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