

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

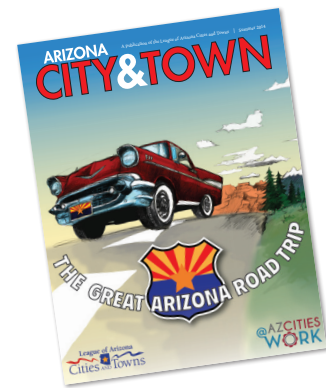
WHY LACT?

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

Richard Ochsner

Marketing Consultant

520.546.0623 VOICE

520.546.0617 FAX

richard@innovativepublishing.com

EDITORIAL CALENDAR

| Ad Sales Close | Artwork Due | Mailing |
|----------------|-------------|--------------|
| 5/20/15 | 5/27/15 | July 2015 |
| 10/21/15 | 10/28/15 | January 2016 |

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 |

Premium positions 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 0.5" from the page edge.



DIGITAL FILE REQUIREMENTS

- All artwork should be submitted as an Adobe InDesign, Illustrator, Photoshop or PDF file.
- Please embed or include all fonts and graphics.
- Graphics should visually appear high-resolution and have a minimum 300 DPI (dots per inch).

NOTE: We cannot increase the quality of the image if the original is blurry, grainy or too small — graphics pulled from websites are generally too small to use.

- All colors should be created as CMYK process colors.
- If you're ready to send us your ad, you can email it to us at graphics@innovativepublishing.com. Please upload files over 5 MB to our secure site.



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

Richard Ochsner, Marketing Consultant
 Innovative Publishing
 800 N. Camino Del Codorniz • Tucson, AZ 85748
 520.546.0623 VOICE
 520.546.0617 FAX
richard@innovativepublishing.com

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www.innovativepublishing.com