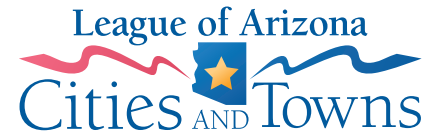


# ARIZONA CITY&TOWN

A publication of the League of Arizona Cities and Towns



## WHO ARE WE?

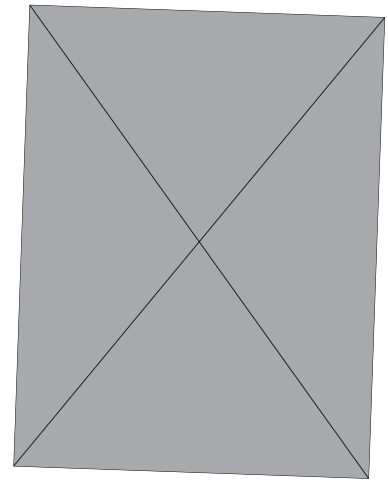
Our association represents **hundreds of decision-makers** responsible for contracting, purchasing or recommending your products and services, including:

- ♦ Finance directors
- ♦ Mayors
- ♦ Public works directors
- ♦ City council members
- ♦ Transportation directors
- ♦ 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 and Town*.



[www.innovativepublishing.com](http://www.innovativepublishing.com)

## Please contact

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## EDITORIAL CALENDAR

Ad Sales Close/Artwork Due	Delivered to Members
6/26/2017	September 2017
11/27/2017	February 2018

## 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

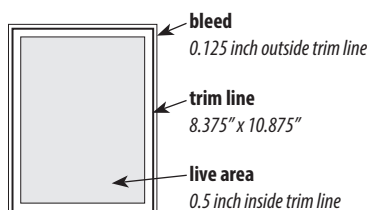
Covers include: inside front cover, inside back cover and back cover.  
All rates are for full-color advertisements.

## SPECIFICATIONS: ARIZONA CITY & TOWN

Page Size	8.375" x 10.875" (trim)
Full Page*	8.375" x 10.875"
Back Cover*	8.375" x 8.3"
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 Vertical	2.5" x 3.25"

\* Full-page ads are intended to bleed off the page (see example)

- ◆ Please include an **additional 0.125" of bleed** on each side of page
- ◆ Keep all important information at least **0.5" from the trim line**



## 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.
- Full page ads must include a .125 inch bleed around the entire page and important content should be at least .5 inches away from the trim.
- 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](mailto: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.

## TO ADVERTISE, PLEASE CONTACT

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