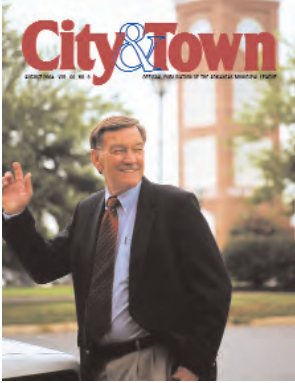


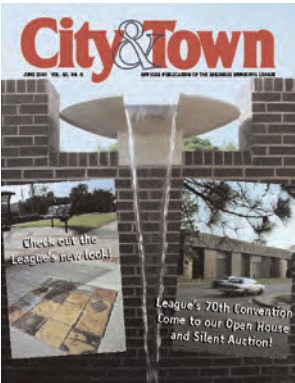
City&Town

Arkansas Municipal League, P.O. Box 38, North Little Rock, AR 72115-0038 •
501-374-3484 • FAX: 501-374-0541 • e-mail: citytown@arml.org • www.arml.org



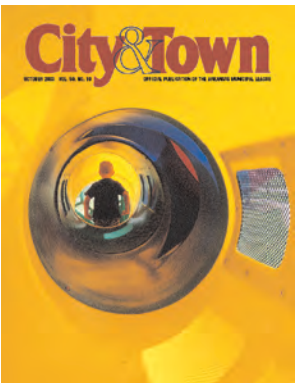
City&Town invites your business to meet potential customers through the unique access to the targeted municipal market.

City&Town is on the desks of municipal decision-makers in *every* city and town in Arkansas 12 times a year.



Publicizing products, materials and services that cities can buy and sell is handled efficiently and expeditiously through **City&Town**, the Arkansas Municipal League's official publication.

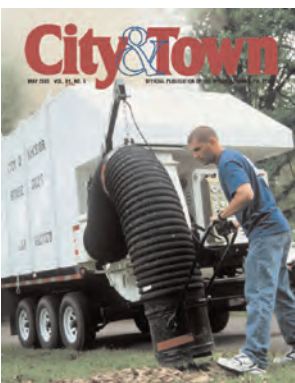
Improve the effectiveness of your advertising dollars by placing in **City&Town** your message—in black-and-white or in four-color processing—to the buyer.



Put your message in the hands of mayors, city administrators, city managers, councilmembers, city department heads and purchasing agents and others who lead and manage our cities and towns.

For additional information, call Debby Wilkins at 501-374-3484, ext. 138, Andrew Morgan, ext. 121, or e-mail citytown@arml.org.

City&Town is mailed to about 6,800 municipal officials about others in all 500 municipalities in Arkansas.



Circulation of **City&Town** is about 6,800. Subscribers and readers:

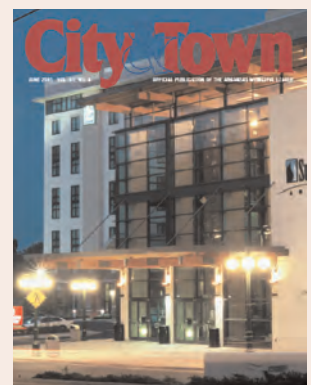
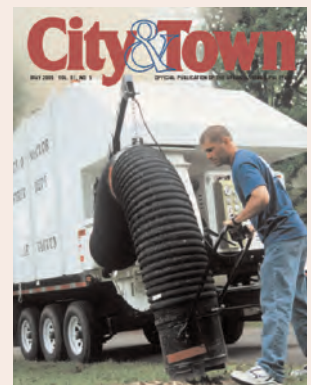
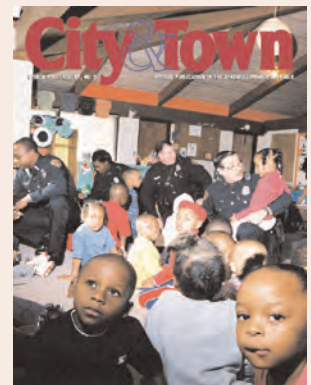
administrators
animal control officers
building inspectors
chambers of commerce
city attorneys
city clerks
city collectors
city directors
city purchasing managers
city treasurers and
financial officers
congressional delegation
councilmembers
court clerks

emergency services
federal agencies
fire chiefs
human resource managers
information technology
specialists
interest groups
lobbyists
libraries
mayors
media
parks and recreation
directors
police chiefs

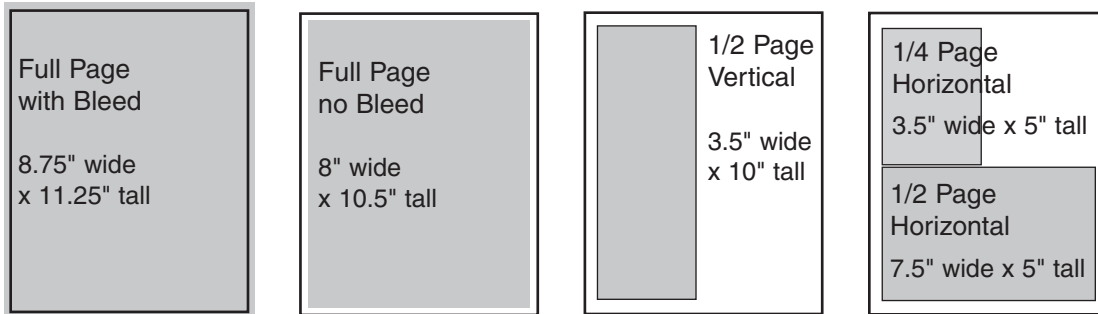
private subscribers
public works directors
regional organizations
schools, colleges,
universities
sewer, solid waste
department managers
state agencies
state judiciary
state legislators
state officials
street department managers
water department managers

Each edition includes:

- city news briefs and features
- summaries of state attorney general opinions affecting municipalities
- columns on engineering, planning, animal control, health, urban forestry and Sister Cities International
- obituaries
- fairs and festivals
- directory changes
- municipal mart classifieds
- professional directory
- national and local news features
- sales tax receipts by jurisdiction; map of local sales tax rates
- League officers, executive committee, advisory councils
- Municipal Health Benefit Fund provider updates
- calendar
- League president's letter
- municipally targeted advertising



City&Town is published monthly. Deadline is the 25th day of the month preceding month of publication. Price per magazine is \$1.67. A one-year subscription is \$20.



Advertising Rates: Grayscale is listed below. For spot color, add \$60 for each additional color other than black; add \$180 for four-color process.

	1-5 times	6 times	12 times
Full page	\$375 each	\$310 each	\$250 each
1/2 page	\$225 each	\$205 each	\$190 each
1/4 page	\$140 each	\$125 each	\$110 each

Covers

	1-5 times	6 times	12 times
Inside Front	\$410 each	\$360 each	\$310 each
Inside Back	\$380 each	\$325 each	\$275 each
Back Cover	\$455 each	\$400 each	\$350 each

Professional Directory: Prices listed are for grayscale ads. Spot color can be added for a one-time \$60 fee if ad runs a full year.

Height x Width	6 times	12 times
1.25" x 3.5"	\$60 each	\$50 each
2.25" x 3.5"	\$70 each	\$60 each

Specs

Trim size is 8.5" by 11". Line screen is 175 dpi and is printed on 70-lb. coated white stock. The binding is saddle-stitch.

Artwork

City & Town is Macintosh produced. We accept Quark Xpress, Adobe Illustrator and Adobe Photoshop files in addition to PDFs. PDFs must have all images and fonts embedded and bleed included (if applicable). Color files must be built in four-color process (CMYK). Ads may be submitted by e-mail but should also be provided on disk with a proof. All elements and fonts used must be included on the disk.



Advertising Contract

Arkansas Municipal League, P.O. Box 38, North Little Rock, AR 72115-0038 • 501-374-3484 • FAX: 501-374-0541 • e-mail: citytown@arml.org • www.arml.org

Date: _____

Product Advertised: _____

BILLING INFORMATION

Company Name: _____ Contact: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

AD SIZE (see specifications, page 3)

- Inside Front Cover
- Inside Back Cover
- Back Cover
- Full Page with Bleed
- Full Page no Bleed
- 1/2 page Vertical
- 1/2 page Horizontal
- 1/4 page
- Professional Directory-small
- Professional Directory-large

INSTRUCTIONS

Total number of insertions: _____

Starting with month: _____

If selecting specific months, indicate: _____

Cost per insertion: _____

Same copy each insertion:

New copy each insertion:

First-time advertiser? Yes* No

** First-time advertisers must enclose payment for first ad.*

Total amount enclosed: \$ _____

Authorized Signature

Date