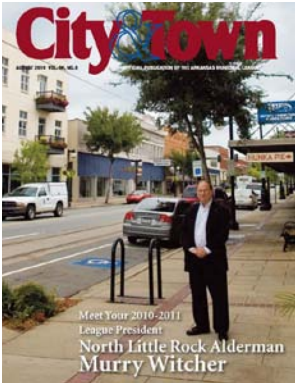


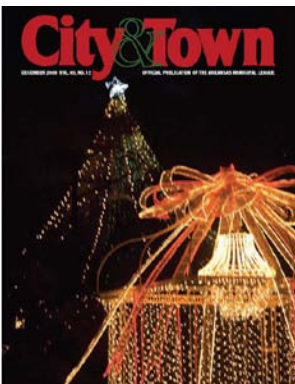
City&Town

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



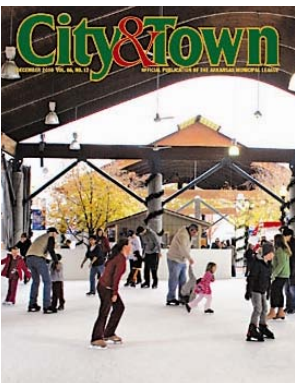
City&Town invites your business to meet potential customers through the unique access to the targeted municipal market.

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



Publicizing products and services 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 process—to the buyer.



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

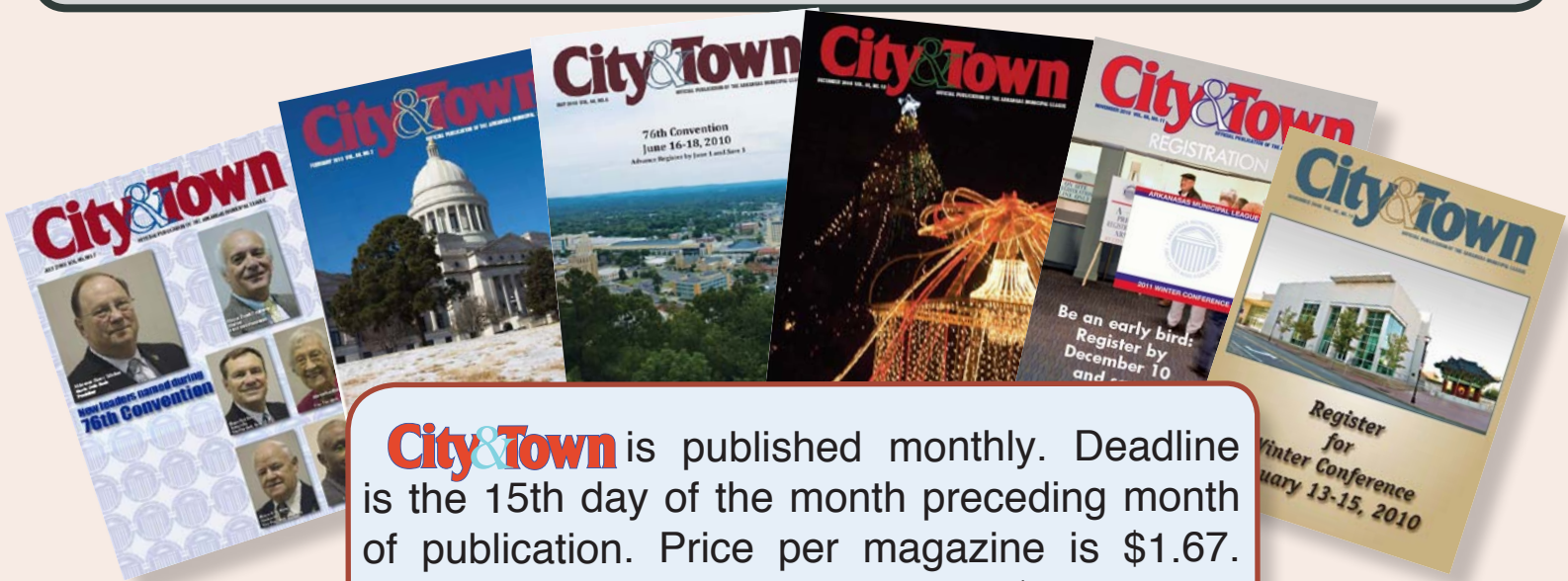
For additional information, contact Tricia Zello at 501-374-3484, ext. 285; Andrew Morgan, ext. 121; or Whitnee Bullerwell, ext. 206. You may also e-mail citytown@arml.org.



City&Town is mailed to about 7,000 municipal officials in all 500 municipalities in Arkansas.

Circulation of **City&Town** is about 7,000. Subscribers and readers:

administrators	federal agencies	public works directors
animal control officers	fire chiefs	regional organizations
building inspectors	human resource managers	schools, colleges, universities
chambers of commerce	information technology specialists	sewer, solid waste department managers
city attorneys	interest groups	state agencies
city clerks	lobbyists	state judiciary
city collectors	libraries	state legislators
city directors	mayors	state officials
city purchasing managers	media	street department managers
city treasurers and financial officers	parks and recreation directors	water department managers
congressional delegation	police chiefs	
councilmembers	private subscribers	
emergency services		



City&Town is published monthly. Deadline is the 15th day of the month preceding month of publication. Price per magazine is \$1.67. A one-year subscription is \$20.

Each edition includes:

- city news briefs and features
- summaries of state attorney general opinions affecting municipalities
- columns on planning, animal control, health, community/economic development and urban forestry
- 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
- calendar
- League president's letter
- municipally targeted advertising

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FULL PAGE
WITH BLEED

8.75" wide
X
11.25" tall

FULL PAGE
NO BLEED

8" wide
X
10.5" tall

1/2 PAGE
HORIZONTAL
7.5" wide
X
5" tall

1/4 Page
Horizontal
3.5" wide
X
5" tall

1/2 PAGE
VERTICAL
3.5" wide
X
10" tall

1/4 Page
Horizontal
3.5" wide
X
5" tall

Professional Directory
PD1 size
3.5" X 1.25"

PD1

PD2 size
3.5" X 2.25"

PD2
VERTICAL

PD2
HORIZONTAL

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 Rates:

Volume Price Breaks per year	1-5 times a year	6 times a year	12 times a year
Grayscale	Grayscale is listed below. For spot color, add \$60 for each additional color other than black.		
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
4 Color Art	4 Color prices are listed below.		
Full page	\$555	\$490	\$430
1/2 page	\$405	\$385	\$370
1/4 page	\$320	\$305	\$290
Covers in Grayscale	Grayscale Cover prices are listed below. For spot color, add \$60 for each additional color other than black		
Inside Front	\$410 each	\$360 each	\$310 each
Inside Back	\$380 each	\$325 each	\$275 each
Back Cover	\$455 each	\$400 each	\$350 each
Covers in 4 Color	4 Color Cover prices are listed below.		
Inside Front	\$590 each	\$540 each	\$490 each
Inside Back	\$560 each	\$505 each	\$455 each
Back Cover	\$635 each	\$580 each	\$530 each

Professional Directory:

Width x Height	6 times	12 times
PD1 3.5" x 1.25"	\$60 each	\$50 each
PD2 3.5" x 2.25"	\$70 each	\$60 each



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: _____ E-mail: _____

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

Total amount enclosed: \$ _____

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

Authorized Signature

Date