

# City & Town

The official publication of the Arkansas Municipal League

*City & Town* is produced on a quarterly basis and is available in both print and digital formats. The official publication of the Arkansas Municipal League, *City & Town* has been published continuously since 1977 under this title, and since 1947 as *Arkansas Municipalities*.

*City & Town* is distributed to more than 7,000 subscribers, including municipal officials and personnel in every city and town, state officials, and chambers of commerce. *City & Town* offers full- and half-page advertising opportunities in its quarterly print and digital issues.

In addition to transitioning to a quarterly publication schedule, the League is also developing a standalone *City & Town* website that will serve as home base for all of our digital content, including the magazine, podcasts, video features and more. Additionally, a new digital magazine platform will allow for more reader interaction with advertising and improved analytics for clients. The site is slated for a spring 2024 launch.

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## 2024 ADVERTISING PRINT RATES & SPECS

### FULL PAGE COVER: \$2,700 (4 issues)

- 4-color w/bleed: 8.75 x 11.25
- *Requires four-issue paid contract.*
- **Cover placements are not available at this time.**

### PREMIUM FULL PAGE: \$2,500 (4 issues)

- 4-color w/bleed: 8.75 x 11.25
- Preferred front-of-book placement
- Right-read placement where available
- *Requires four-issue paid contract.*

### FULL PAGE: \$600/issue

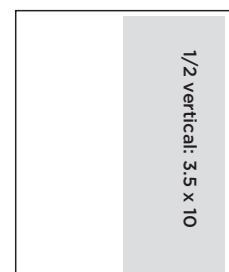
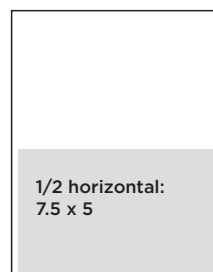
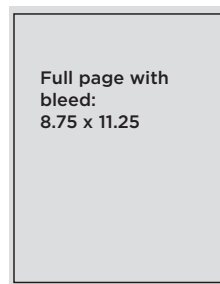
- 4-color w/bleed: 8.75 x 11.25
- Four-issue contract: \$2,200 (\$550 per insertion)

### HALF-PAGE HORIZONTAL OR VERTICAL: \$475 per issue

- 1/2 horizontal: 7.5 x 5
- 1/2 vertical: 3.5 x 10
- Four-issue contract: \$1,600 (\$400 per insertion)

### FILE REQUIREMENTS

- You must follow correct ad specs on this page.
- All images/logos should have a minimum resolution of 300 dpi for best print quality.
- Ads should be submitted in PDF format. (InDesign, Photoshop and Illustrator PDFs should keep layers intact.)
- No jpeg, png or tiff files, please.
- For best quality, ads should have text outlined or embedded and graphics/images embedded to avoid issues when printed.



### MATERIALS DEADLINES

- Spring 2024: April 1
- Summer 2024: July 1
- Autumn 2024: September 15
- Winter 2025: December 1

**For more information or to reserve ad space, please contact:  
Mel Jones, Communications & Creative Director, at [mjones@arml.org](mailto:mjones@arml.org)**

Rev. 3.24

# City & Town

## ADVERTISING CONTRACT

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### BILLING & CONTACT INFORMATION

COMPANY: \_\_\_\_\_ PRODUCT/SERVICE: \_\_\_\_\_

CONTACT (NAME/TITLE): \_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_

CITY/STATE/ZIP: \_\_\_\_\_

EMAIL: \_\_\_\_\_ PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

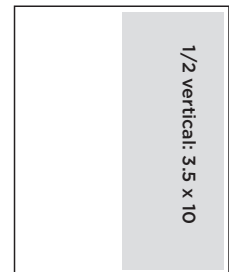
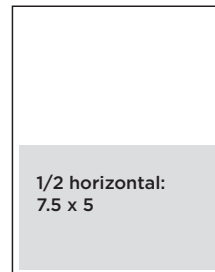
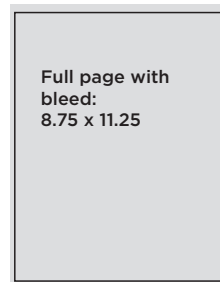
### AD SIZE

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### INSTRUCTIONS

Total number of insertions: \_\_\_\_\_ Cost per insertion: \_\_\_\_\_ Total cost: \_\_\_\_\_

Same ad per insertion:  Yes  No Contract begins with: \_\_\_\_\_

Current advertiser?  Yes  No\* (*\*If your company is not a current advertiser, payment for first and last months' ad is due with signed contract. Total due for first and last months' ad: \_\_\_\_\_*)

Please sign and return completed contract to Mel Jones at [mjones@arml.org](mailto:mjones@arml.org).

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Authorized League Rep Signature: \_\_\_\_\_ Date: \_\_\_\_\_