



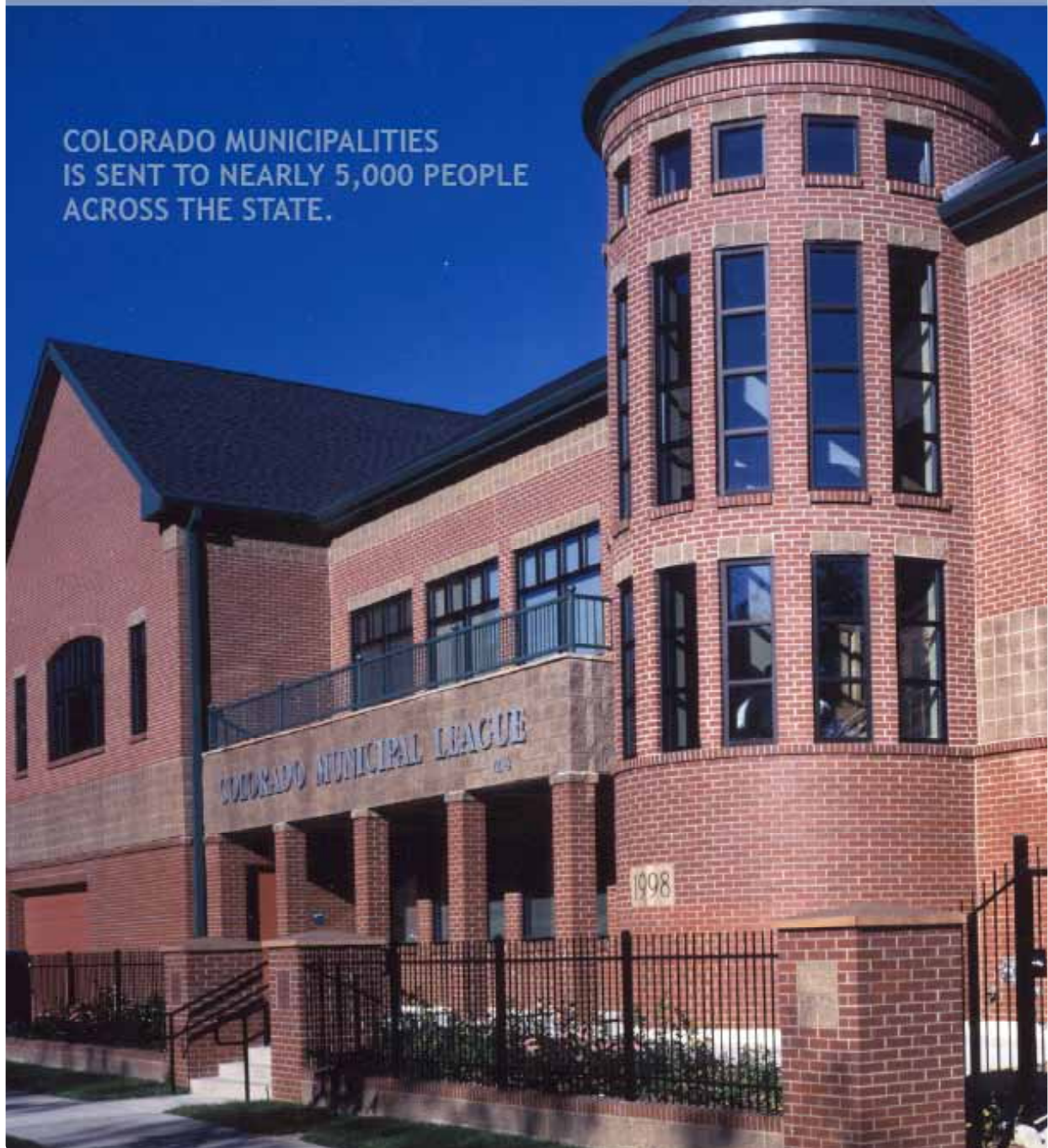
2012 MEDIA KIT

REACH THE OFFICIALS WHO LEAD COLORADO'S CITIES AND TOWNS

COLORADO MUNICIPAL LEAGUE

COLORADO MUNICIPALITIES

COLORADO MUNICIPALITIES
IS SENT TO NEARLY 5,000 PEOPLE
ACROSS THE STATE.



ABOUT THE COLORADO MUNICIPAL LEAGUE

The Colorado Municipal League is a nonprofit, nonpartisan organization of cities and towns in Colorado. Founded in 1923, the League works to improve and assist local government. More than 260 cities and towns are members of the League – making up 99 percent of the state’s municipal population – and receive its publications and benefits from the League’s many other services.

CIRCULATION

Colorado Municipalities is published bimonthly (February, April, June, August, October and December) by the Colorado Municipal League on or about the first of the month. It is mailed second class from Denver, Colorado. Circulation is nearly 5,000.

Colorado Municipalities is the only regularly-published magazine covering all facets of the Colorado municipal market. Advertising in *Colorado Municipalities* is a cost-effective and efficient way to reach key municipal and elected officials. The magazine is mailed to, and targets, decision makers in city and town government, plus county and state government as well.

AUDIENCE

Who’s reading *Colorado Municipalities*? The magazine is mailed as a membership benefit to the following municipal officials in Colorado’s cities and towns:

- Mayors
- Councilmembers
- Managers/administrators
- Trustees
- Clerks
- Attorneys
- Community/economic development directors
- Finance directors
- Fire chiefs
- Police chiefs
- Human resource directors
- Judges
- Librarians
- Parks & recreation directors
- Planning directors & commissioners
- Public works directors & engineers
- Purchasing officials
- Street superintendents
- Treasurers

Qualified circulation also includes:

- All members of the state Legislature
- All county commissioners
- All councils of government
- Other key and state officials
- Plus consultants to local governments, professional firms and other state municipal leagues.

2012 EDITORIAL/ADVERTISING CALENDAR

ISSUE	TOPIC	ADS DUE
February	Elections	Dec. 15
April	Building community	Feb. 15
June	Making it possible	April 15
August	Infrastructure	June 15
October	Intergovernmental relations	Aug. 15
December	The business of government	Oct. 15

CONTACT AND SUBSCRIPTION INFORMATION

FOR MORE INFORMATION ON ADVERTISING

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MAILING ADDRESS

Colorado Municipalities
Colorado Municipal League
1144 Sherman Street
Denver, CO 80203-2207

PRICE

Single copy	\$25
Annual subscription	\$150
Annual subscription for nonprofits and government agencies	\$40

CONTRACT AND COPY REGULATIONS

- Advertisements must be inserted within one year of first insertion to earn frequency discount rates.
- An advertiser may change ad copy in any issue if publisher is notified and sent new copy prior to the applicable closing date.
- Different size ads may be combined to earn frequency discounts within a contract year.
- Advertisers’ contract rates will be honored for the length of their contract, even if new rates are announced during that period of time.
- The advertiser (and advertising agency, if applicable) will be sent a copy of each issue of the magazine containing the advertisement.
- The advertiser assumes the responsibility for the entire content of any advertisement and assumes all responsibility for any claims or costs of litigation arising therefrom.
- Publisher reserves the right to reject or cancel any advertisement, regardless of whether such advertisement previously was accepted.

ADVERTISING RATES

While we have eliminated black-and-white pricing, we have reduced the rates for four-color insertions.

NONMEMBER (rates include up to four-color)

Size	Number of insertions		
	1X	3X	6X
Full Page	\$850 . . .	\$800 . . .	\$700
2/3 Page	\$700 . . .	\$625 . . .	\$550
1/2 Page	\$500 . . .	\$450 . . .	\$400
1/3 Page	\$400 . . .	\$350 . . .	\$300
1/6 Page	\$225 . . .	\$200 . . .	\$175
First available right-hand page	\$1,000 . . .	\$900 . . .	\$800
Inside front	\$1,000 . . .	\$900 . . .	\$800
Inside back	\$975 . . .	\$850 . . .	\$775
Back cover	\$1,050 . . .	\$975 . . .	\$850

MEMBER (rates include up to four-color)

Size	Number of insertions		
	1X	3X	6X
Full Page	\$750 . . .	\$700 . . .	\$625
2/3 Page	\$625 . . .	\$550 . . .	\$475
1/2 Page	\$450 . . .	\$400 . . .	\$350
1/3 Page	\$350 . . .	\$300 . . .	\$250
1/6 Page	\$200 . . .	\$175 . . .	\$150
First available right-hand page	\$900 . . .	\$800 . . .	\$700
Inside front	\$900 . . .	\$800 . . .	\$700
Inside back	\$875 . . .	\$750 . . .	\$700
Back cover	\$940 . . .	\$875 . . .	\$765

DISCOUNTS

Member rates reflect a more than 10 percent discount off the gross advertising rate for CML Associate Members.

CML associate membership is open to all businesses, individuals and organizations interested in municipal government.

For information about associate membership in the League, call 303-831-6411. Annual membership is \$675.

NO OTHER DISCOUNTS APPLY. CML does not offer an agency commission discount.

CANCELLATIONS

Cancellations will not be accepted after the closing dates.

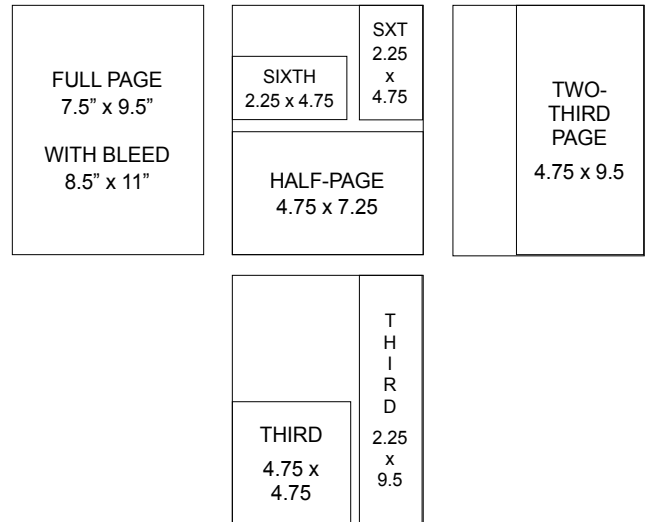
All cancellations must be in writing. If an advertiser cancels, publisher will adjust the frequency discount to reflect actual usage and bill the advertiser accordingly.

EXTENSIONS

Extensions to advertising deadlines may be granted on a case-by-case basis. Contact the editor of *Colorado Municipalities* for more information.

MECHANICAL REQUIREMENTS

	WIDTH X HEIGHT	WIDTH X HEIGHT
Trim Size	8.25 x 10.75	
Full-page bleed	8.5 x 11	
Full page	7.25 x 9.5	
2/3 page	4.75 x 9.5	
1/2 page	7.25 x 4.75	
1/3 page	4.75 x 4.75	2.25 x 9.5
1/6 page	4.75 x 2.25	2.25 x 4.75



PRINTING

Offset, sheet-fed, enamel stock, saddle-stitched.

PREFERRED MATERIALS

TIF, JPG or PDF.

SCREENS

133-line screens preferred for black and white.

150-line screens or more for four-color.

GRAPHIC SERVICES

Typesetting and layout services are available on a limited basis; advertiser will be billed at \$45 per hour. Artwork, color separations, stripping or any other additional costs will be billed to the advertiser.

