



COLORADO  
MUNICIPAL  
LEAGUE

# 2020 Advertiser and Sponsor Prospectus

*Reach the officials who lead Colorado's cities and towns*



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*Additional information about workshop and conference sponsorships will be available soon.*

*For information on advertising or sponsorships, contact Courtney Forehand at [cforehand@cml.org](mailto:cforehand@cml.org) or 303-831-6411.*



## About the Colorado Municipal League

The Colorado Municipal League (CML) is a nonprofit, nonpartisan organization of cities and towns in Colorado. Founded in 1923, the League works to improve and assist local government. Of the 272 cities and towns in Colorado, 270 are members of the League - making up more than 99% of the state's municipal population. Each of these member municipalities receive League publications and benefit from other League services, such as training and educational events.

## Advertising in Colorado Municipalities

The Colorado Municipal League accepts advertising in its bimonthly magazine, *Colorado Municipalities*. This magazine is published in February, April, June, August and October. The magazine will be moving to quarterly in 2021, so will not have a December 2020 issue. *Colorado Municipalities* reaches nearly 5,000 municipal officials. It is mailed second class from Denver, Colorado.

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

## Audience

*Colorado Municipalities* 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 and recreation directors
  - Planning directors and commissioners
  - Public works directors and engineers
  - Purchasing officials
  - Street superintendents
  - Treasurers
- Qualified circulation also includes:
- All members of the Colorado General Assembly
  - All county commissioners
  - All councils of government
  - Other key and state officials
  - Plus consultants to local governments, professional firms and other state municipal leagues.

## 2020 Editorial/Advertising Calendar

Issue	Topic	Ads due
February	State of our Cities and Towns – Employment	December 15
April	2020 Annual Conference Special Edition	February 15
June	Disaster Recovery	April 15
August	Tourism	June 15
October	Water	August 15

## Advertising rates

All rates include up to four color

### Nonmember

Size	Number of insertions		
	1	3	6
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

	1	3	6
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

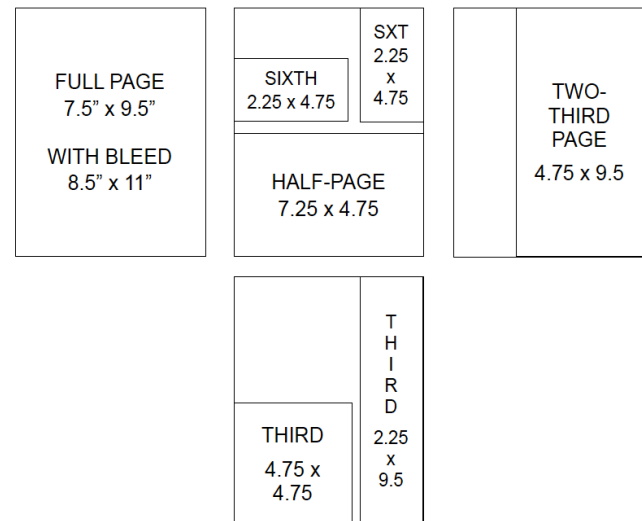
Member rates reflect a more than 10% discount off the gross advertising rate. CML Associate membership is open to all businesses, individuals and organizations interested in municipal government.

For information about associate membership, visit [www.cml.org](http://www.cml.org) or call 303-831-6411.

No other discounts apply.

## Mechanical Requirements

	Width X Height	Width X Height
Trim size	8.5 x 11	
Full page with bleed	8.75 x 11.25	
Full page	7.5 x 10	
Back cover with bleed	8.75 x 9.75	
Back cover	7.5 x 9	
2/3 page	4.75 x 9.5	
1/2 page	7.5 x 4.75	
1/3 page	4.75 x 4.75	2.25 x 9.5
1/6 page	2.25 x 4.755	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/hour. Artwork, color separations, stripping or any other additional costs will be billed to the advertiser.

## **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.

## **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 applicable closing date.
- Different size ads may be combined to earn frequency discounts within a contract year.
- The advertiser (and advertising agency, if applicable) will be sent a copy of each issue of the magazine containing an 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.

## **Contact and Subscription Information**

### **For more information on advertising**

Courtney Forehand, Training and Marketing Specialist: 303-831-6411, cforehand@cml.org.

### **Editor**

Christine Taniguchi: 303-831-6411, ctaniguchi@cml.org.

### **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



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# 2020 Colorado Municipal League Advertiser and Sponsor Form

Organization name: \_\_\_\_\_

Contact name: \_\_\_\_\_

Address: \_\_\_\_\_

City, state, ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Billing information (If different from above)

Billing contact: \_\_\_\_\_

Address: \_\_\_\_\_

City, state, ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

I am interested in the following advertising and sponsorship opportunities:

- Advertising in *Colorado Municipalities* magazine
- February 2020    April 2020    June 2020    August 2020    October 2020    January 2021

Nonmember

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

Member

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

Total *Colorado Municipalities* advertising price: \_\_\_\_\_

# Terms and Conditions

## Colorado Municipalities advertisers

1. Terms and conditions of this contract shall include and be governed by the present rate card for *Colorado Municipalities* magazine.
2. Advertising copy is subject to publisher's approval prior to insertion.
3. Advertiser/advertising agency ("Advertiser") agrees to indemnify publisher and its affiliates, employees, officers, directors and agents from and against all liability, including attorneys' fees, for any loss or damage or claims that arise from or are related to the use of publication of the Advertisement, including, but not limited to, claims for copyright or trademark infringement, unfair competition, defamation, breach of contract, Lanham Act violation or breach of the representations and warranties provided herein.
4. Advertiser is liable for payment of advertising within 30 days after billing. Publisher reserves the right to cancel this contract at any time if payment is not made within 30 days of billing date or in the event of any other substantial breach of the contract by the advertiser/advertising agency.
5. Closing date for order is the 15<sup>th</sup> of the month two months prior to the month of publication. In the event that necessary artwork is not received in time, publisher may, at its sole option, elect to use artwork from previous advertisements placed by the Advertiser.
6. Omission of insertion or error in insertion shall not constitute a breach of contract. However, omission or substantial error shall entitle advertiser/advertising agency to a pro rata discount.
7. If publisher agrees to waive any term of this agreement, it is not withstanding the other provisions of this contract, which shall remain.

The undersigned agrees to all terms and conditions outlined in this document

Advertiser/Sponsor signature: \_\_\_\_\_

Advertiser/Sponsor printed name: \_\_\_\_\_

Date: \_\_\_\_\_ CML signature: \_\_\_\_\_

*Thank you for your support of Colorado municipal government!*



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