



COLORADO  
MUNICIPAL  
LEAGUE

COLORADO MUNICIPAL LEAGUE  
**ADVERTISER PROSPECTUS**  
2022

REACH THE OFFICIALS WHO LEAD COLORADO'S CITIES AND TOWNS



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# Advertising in COLORADO MUNICIPALITIES MAGAZINE

The Colorado Municipal League accepts advertising in its quarterly magazine, *Colorado Municipalities*. This magazine is published in **January, April, July, and October**.

*Colorado Municipalities* reaches nearly 5,000 municipal officials. It is mailed second class from Denver, Colo. *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. 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.

## 2022 EDITORIAL/ADVERTISING CALENDAR

Issue	Topic	Ads due
January	Legislative preview	Nov. 5
April	Housing	Feb. 5
July	Infrastructure	May 5
October	Water/drought	Aug. 5



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# Advertising Options

## COLORADO MUNICIPALITIES MAGAZINE

### MAGAZINE TOPICS 2021

January - Legislative preview  
April - Housing  
July - Infrastructure  
October - Water and Drought

### PRINTING

*Colorado Municipalities Magazine* - Quarterly  
52 page + cover  
Flat Size - 17 x 11  
Finished Size - 8.5 x 11  
Cover 80# velvet cover white  
52 Pages 80# velvet text  
Ink - 4/4 (CMYK/CMYK) bleeds, full coverage

### PREFERRED MATERIALS

300 DPI high-resolution PDF, Outlined EPS (if submitting a full vector graphic or logo), TIFF or JPG.

### GRAPHIC SERVICES

Graphic design services are available on a limited basis; Advertiser will be billed at \$45/hour, with a maximum of two rounds of proofs/changes.

### CANCELLATIONS

Cancellations will not be accepted after the closing dates. All cancellations must be in writing. If an Advertiser cancels, the Publisher will adjust the frequency discount to reflect actual usage and bill the Advertiser accordingly.

### CONTRACT AND COPY REGULATIONS

- Advertisements must be inserted within one year of first insertion to earn frequency discount rates.
- 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.

### 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.

### EXTENSIONS, CONTACT AND SUBSCRIPTION INFORMATION

Extensions to advertising deadlines may be granted on a case-by-case. For more information on advertising, contact Makenna Sturgeon, Training and Marketing Specialist: 303-831-6411, [msturgeon@cml.org](mailto:msturgeon@cml.org).

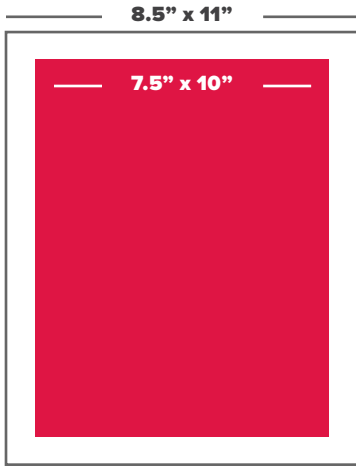
### MAILING ADDRESS

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

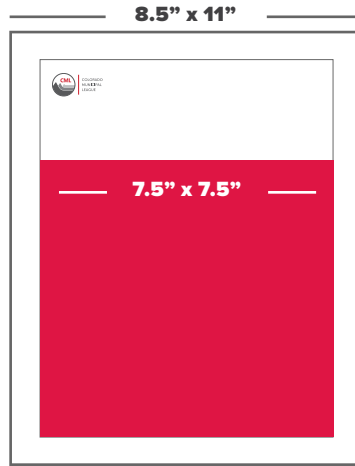


# Advertising Options

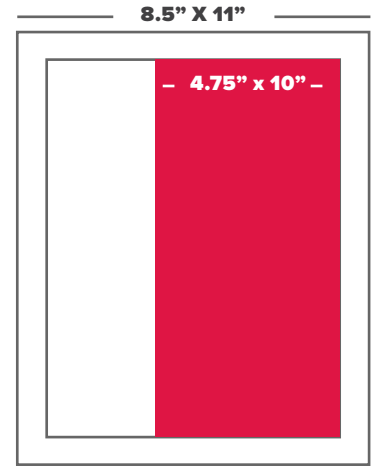
## MECHANICAL REQUIREMENTS



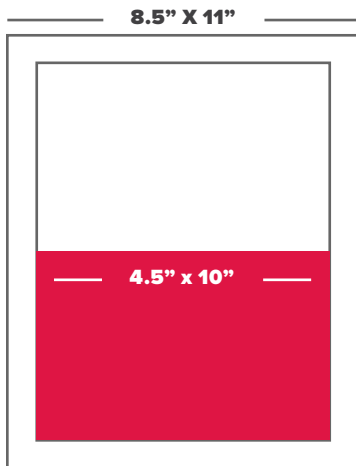
**FULL PAGE**  
7.5" x 10"



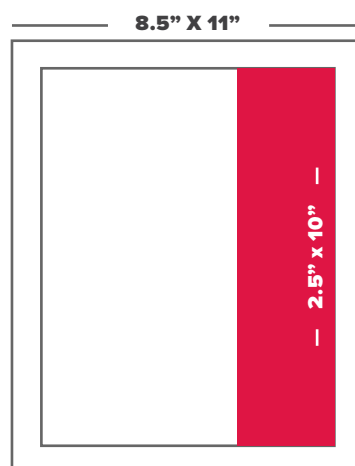
**BACK COVER PAGE**  
7.5" x 7.5"



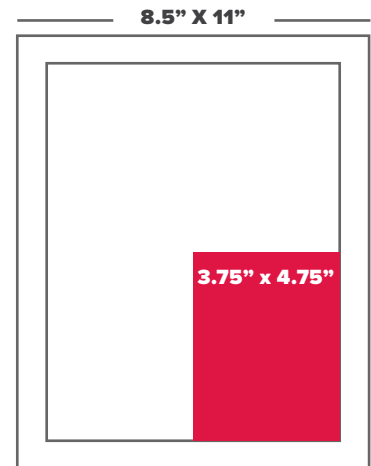
**2/3 PAGE**  
4.5" x 10"



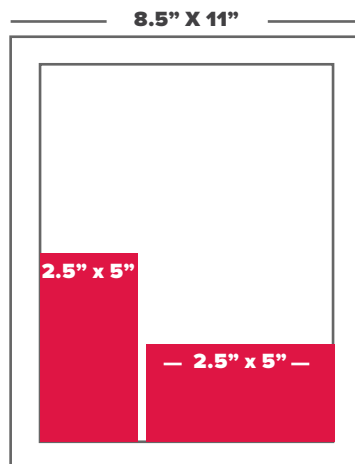
**1/2 PAGE**  
4.5" x 10"



**1/3 PAGE**  
2.5" x 10"



**1/4 PAGE**  
3.75" x 4.75"



**1/6 PAGE VERTICAL**  
5" x 2.5"

**1/6 PAGE HORIZONTAL**  
2.5" x 5"



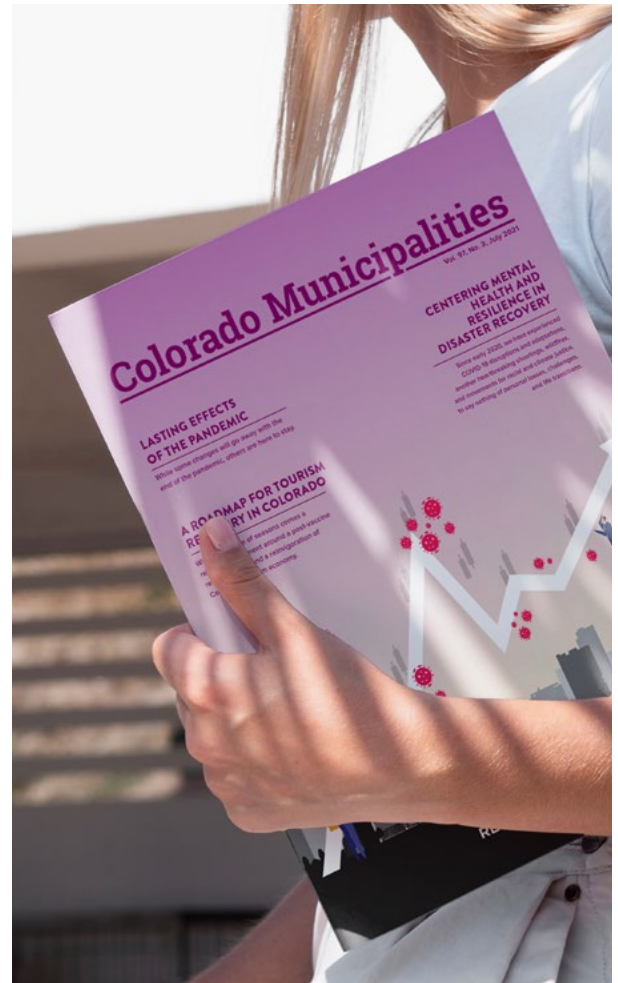
# Advertising Options PRICING

## Member

SIZE	NUMBER OF INSERTIONS			
	1	2	3	4
Full page	\$825	\$775	\$675	\$600
2/3 page	\$675	\$600	\$525	\$425
1/2 page	\$500	\$425	\$375	\$325
1/3 page	\$375	\$325	\$275	\$225
<b>NEW!</b> 1/4 page	\$300	\$275	\$225	\$200
1/6 page	\$225	\$200	\$175	\$125
First available right-hand page	\$975	\$875	\$775	\$650
Inside front page	\$975	\$875	\$775	\$650
Inside back page	\$950	\$825	\$775	\$650
Back cover page	\$1,025	\$950	\$825	\$750

## Nonmember

SIZE	NUMBER OF INSERTIONS			
	1	2	3	4
Full page	\$925	\$875	\$825	\$700
2/3 page	\$775	\$675	\$600	\$525
1/2 page	\$550	\$500	\$400	\$375
1/3 page	\$425	\$375	\$325	\$275
<b>NEW!</b> 1/4 page	\$300	\$250	\$200	\$150
1/6 page	\$250	\$225	\$200	\$175
First available right-hand page	\$1,100	\$975	\$875	\$775
Inside front page	\$1,100	\$975	\$875	\$775
Inside back page	\$1,075	\$925	\$850	\$775
Back cover page	\$1,150	\$1,075	\$925	\$850



The League offers membership to other organizations through the Associate Member program, open to all businesses, individuals, and other organizations interested in municipal government. Associate membership offers the best opportunity to reach the officials who lead Colorado's cities and towns. Associate members receive first notice of and discounts on many high-profile sponsorship, advertising, and networking opportunities. These include meetings, events, and conferences.



# 2022 Colorado Municipal League ADVERTISER 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 \_\_\_\_\_

**Payment Method**

Check  Credit Card

Credit card (MC/VISA) \_\_\_\_\_

Exp. date \_\_\_\_\_

Organization / name on card \_\_\_\_\_

Signature \_\_\_\_\_

**Number of insertions**

January 2022

April 2022

July 2022

October 2022

**Total Colorado Municipalities advertising price:**

\_\_\_\_\_

**Member**

SIZE	NUMBER OF INSERTIONS			
	1	2	3	4
<input type="checkbox"/> Full page	\$825	\$775	\$675	\$600
<input type="checkbox"/> 2/3 page	\$675	\$600	\$525	\$425
<input type="checkbox"/> 1/2 page	\$500	\$425	\$375	\$325
<input type="checkbox"/> 1/3 page	\$375	\$325	\$275	\$225
<input type="checkbox"/> <b>NEW!</b> 1/4 page	\$300	\$275	\$225	\$200
<input type="checkbox"/> 1/6 page	\$225	\$200	\$175	\$125
<input type="checkbox"/> First available right-hand page	\$975	\$875	\$775	\$650
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<input type="checkbox"/> Inside back page	\$950	\$825	\$775	\$650
<input type="checkbox"/> Back cover page	\$1,025	\$950	\$825	\$750

**Nonmember**

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<input type="checkbox"/> 1/6 page	\$250	\$225	\$200	\$175
<input type="checkbox"/> First available right-hand page	\$1,100	\$975	\$875	\$775
<input type="checkbox"/> Inside front page	\$1,100	\$975	\$875	\$775
<input type="checkbox"/> Inside back page	\$1,075	\$925	\$850	\$775
<input type="checkbox"/> Back cover page	\$1,150	\$1,075	\$925	\$850



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## 2022 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 specified on a yearly basis. Please see the deadlines at the top of this prospectus. 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 notwithstanding the other provisions of this contract, which shall remain.

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

Advertiser signature: \_\_\_\_\_

Advertiser printed name: \_\_\_\_\_

Date \_\_\_\_\_ CML Signature \_\_\_\_\_

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