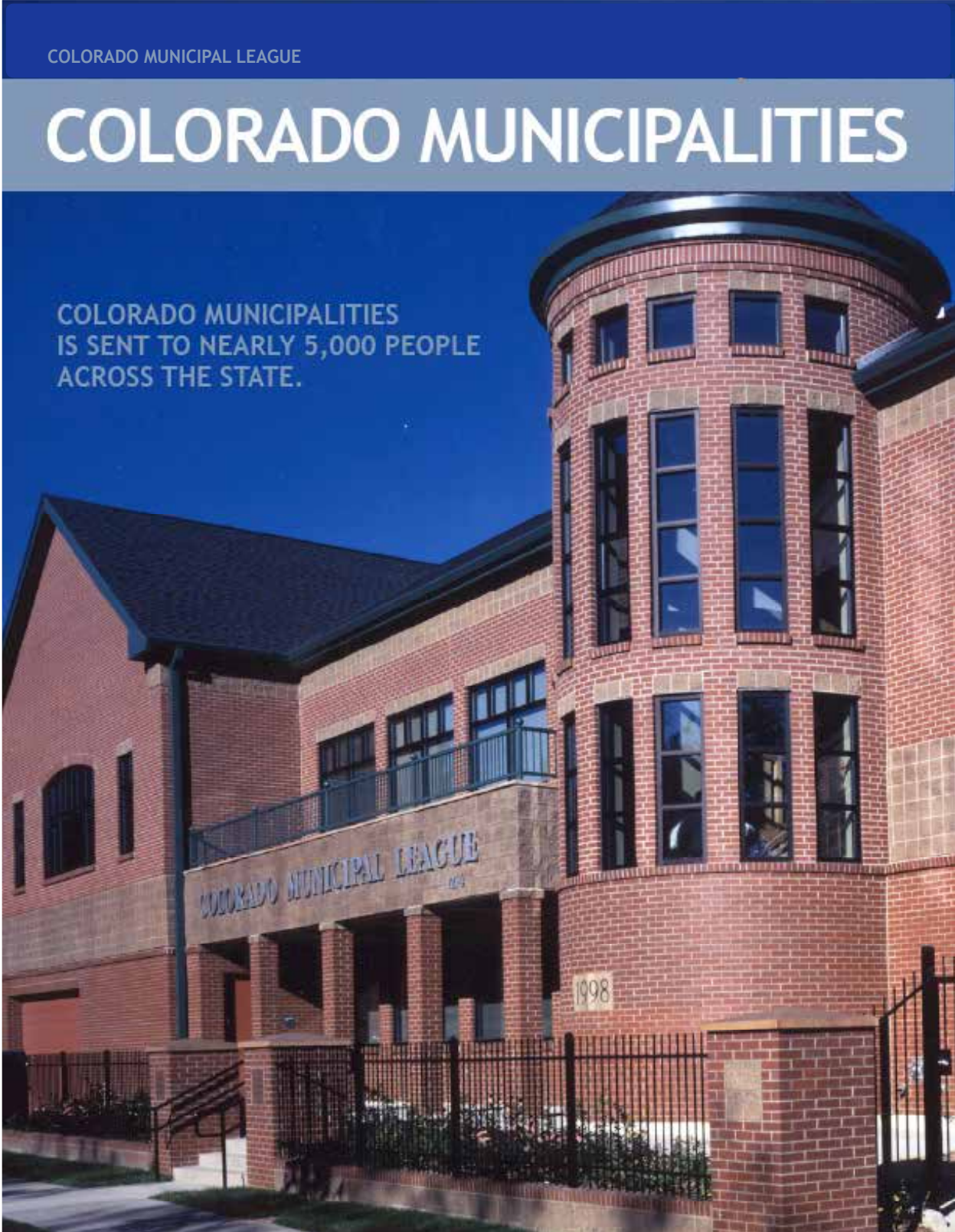




# 2018 MEDIA KIT

REACH THE OFFICIALS WHO LEAD COLORADO'S CITIES AND TOWNS



# 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.

# 2018 EDITORIAL/ADVERTISING CALENDAR

ISSUE	TOPIC	ADS DUE
February	Public Safety	Dec. 15
April	Energy & Sustainability	Feb. 15
June	Colorado Cities & Towns	April 15
August	Leadership	June 15
October	All About Clerks	Aug. 15
December	Economic Development	Oct. 15

## CONTACT AND SUBSCRIPTION INFORMATION

**FOR MORE INFORMATION ON ADVERTISING**  
Christine Taniguchi, Communications Coordinator  
303-831-6411, ctaniguchi@cml.org

## EDITOR

Traci Stoffel, Communications & Design Specialist  
303-831-6411, tstoffel@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

## 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

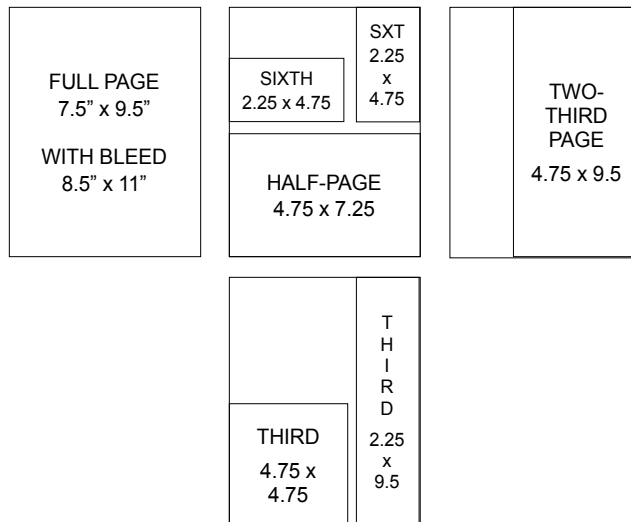
Cancellations will not be accepted after the closing dates. All cancellations must be in writing. If an advertiser cancels, publisher will adjust the frequency discount to reflect actual usage and bill the advertiser accordingly.

## 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.

# COLORADO MUNICIPALITIES

## ADVERTISING CONTRACT

ADVERTISER \_\_\_\_\_

CONTACT \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY, STATE, ZIP \_\_\_\_\_

PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_

BILLING CONTACT (IF DIFFERENT FROM ABOVE) \_\_\_\_\_

BILLING ADDRESS \_\_\_\_\_

BILLING CITY, STATE, ZIP \_\_\_\_\_

BILLING PHONE \_\_\_\_\_

BILLING EMAIL \_\_\_\_\_

### INSERTION DATES

FEBRUARY 201\_\_  APRIL 201\_\_  JUNE 201\_\_  AUGUST 201\_\_  OCTOBER 201\_\_  DECEMBER 201\_\_

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.

3. 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.

4. Closing date for order is the 15th 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 Advertiser.

5. 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.

6. If publisher agrees to waive any term of this agreement, it is not withstanding the other provisions of this contract, which shall remain.

AD SIZE	# OF ISSUES	PREMIUM	RATE PER INSERTION
Full page	_____	_____ *	\$ _____
2/3 page	_____		\$ _____
1/2 page	_____		\$ _____
1/3 page	_____		\$ _____
1/6 page	_____		\$ _____

\* Premium positions include four-color and bleed, indicate BC (back cover), IFC (inside front cover), RH (1st right hand page) or IBC (inside back cover)

X NUMBER OF INSERTIONS x \_\_\_\_\_

CONTRACT TOTAL \$ \_\_\_\_\_

Signature, Advertiser \_\_\_\_\_

Name, Advertiser, printed \_\_\_\_\_

Date \_\_\_\_\_

Signature, Publisher \_\_\_\_\_