



2018

RATE CARD

Effective January 2018

www.westerncity.com

General Information

All display advertising must run within a 12-month period to earn frequency discounts. Advertisers may combine ads of different sizes to earn frequency discounts within one contract year. Sizes and frequencies may be adjusted with sufficient notice, and rates will be adjusted accordingly. Advertiser is responsible for paying for any advertisements cancelled after deadline. Western City reserves the right to refuse any advertisement.

Agency Commission

Commission of 15 percent of gross billing for display ads is given only to recognized advertising agencies. Approval for recognition as an agency must be obtained from Western City's advertising manager.

2018 Closing Dates

Issue	Ad Reservation Deadline	Materials Due/Print-Ready Material Deadline
January	Wednesday, 11/15/17	Tuesday, 11/28/17
February	Thursday, 12/14/17	Thursday, 1/4/18
March	Thursday, 1/25/18	Monday, 2/5
April	Thursday, 2/22	Monday, 3/5
May	Wednesday, 3/28	Thursday, 4/5
June	Thursday, 4/26	Thursday, 5/3
July	Thursday, 5/24	Tuesday, 6/5
August	Tuesday, 6/26	Thursday, 7/5
September	Thursday, 7/26	Tuesday, 8/7
October	Wednesday, 8/22	Tuesday, 9/4
November	Wednesday, 9/26	Thursday, 10/4
December	Tuesday, 10/23	Monday, 11/5

To guarantee your ad reservation, your signed reservation form is due by 4:00 p.m. Pacific Time on the closing dates indicated above. We may be able to accommodate ad reservations after the deadline on a limited first-come, first-served basis depending on space available. We cannot guarantee ad placement after our closing dates; however, we do make every effort to accommodate each request.

## 2018 Advertising Rates

### Black & White Rates

Size	1 x	3 x	6 x	12 x
<b>1 page</b>	\$2,700	\$2,500	\$2,275	\$2,050
<b>2/3 page</b>	\$2,450	\$2,200	\$2,025	\$1,825
<b>1/2 page Island</b>	\$2,200	\$2,000	\$1,725	\$1,575
<b>1/2 page Horizontal</b>	\$1,950	\$1,775	\$1,600	\$1,400
<b>1/3 page Square</b>	\$1,375	\$1,275	\$1,125	\$1,075
<b>1/3 page Vertical</b>	\$1,350	\$1,250	\$1,100	\$1,050
<b>1/4 page</b>	\$1,075	\$975	\$850	\$775
<b>1/6 horizontal or vertical</b>	\$850	\$800	\$675	\$625

Exhibitors at the League of California Cities Annual Conference receive a 15 percent discount on ads placed in the August and September annual conference issues.

### Color Rates

Color rates are in addition to display rates listed above.

Four-color	\$1300
Standard two color (process)	600
Two-page, four-color spread	1950

### Premium Positions

Publisher determines advertisement position unless a premium position is purchased.

Center spread	15% additional
Inside front cover	10% additional
Inside back cover	10% additional
Back cover	15% additional

### Bleeds

Bleeds on full-page color ads only. No charge for bleed.

## Other Advertising Opportunities

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### League of California Cities – 2018 City Hall Directory

Published annually, distributed in May 2018

Ad reservation deadline: February 20, 2018. Call (800) 262-1801 for more information.

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### Professional Services Directory

(Noncommissionable, payable in advance)

Double Card: 2 1/4" wide x 2 1/8" high

\$1900 per year (12 issues) – Full Color

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### Online Job Postings

Job postings are available for purchase on the Western City website.

To post your job opportunity ad, visit [www.westerncity.com](http://www.westerncity.com) and click on the 'Post A Job' link.

You will receive a quote before the ad is posted.

Website ads are generally posted within 48 hours of receipt and are payable in advance.

### Western City Banner Ads

Banner ads are available on the *Western City* website [www.westerncity.com](http://www.westerncity.com).

Banner ads are accepted on a first-come, first-served basis and are payable in advance.

Please call (800) 262-1801 or email [admanager@westerncity.com](mailto:admanager@westerncity.com) for rate information.

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# Printing Specifications

## Ads should be supplied as one of the following:

1. Tiff format - can be grayscale or 4 color (CMYK), not RGB and at least 300 dpi resolution.
2. EPS format - same as above and all type converted to outlines or embedded.
3. PDF format- same as above.
4. Proof copy of ad must be supplied (with appropriate color key if ad is color).
  - All images should be at least 300 dpi.
  - No spot colors are to be used.
  - No RGB.
  - Only grayscale or CMYK files at 300 dpi with all fonts either converted to outlines or embedded will be accepted.

**All others will be either returned or additional costs may be charged to correct the files if they can be fixed.**

**Email ad file to: [admanager@westerncity.com](mailto:admanager@westerncity.com) and to [ipointdesign@mac.com](mailto:ipointdesign@mac.com)**

**Or, Mail all Materials to:**

*Western City Magazine*

Advertising Manager

1400 K Street, Suite 400

Sacramento, CA 95814

## MECHANICAL INFORMATION

	Width	Depth
Trim Size	8 1/2"	11"
Bleed page	8 3/4"	11 1/4"
1 page	7 1/4"	10"
2/3 page	4 3/4"	9 1/4"
1/2 island	4 3/4"	7 1/2"
1/2 horizontal	7 1/4"	5"
1/3 square	4 3/4"	5"
1/3 vertical	2 1/4"	9 1/4"
1/4 page	4 3/4"	3 1/2"
1/6 vertical	2 1/4"	5"
1/6 horizontal	4 3/4"	2 1/4"
Professional card (single)	2 1/4"	1"
Professional card (double)	2 1/4"	2 1/8"

**Phone:** (800) 262-1801

**Email:** [maxwellp@cacities.org](mailto:maxwellp@cacities.org)

**Fax:** (916) 647-0705

**Website:** [www.westerncity.com](http://www.westerncity.com)

## 2018 EDITORIAL CALENDAR

MONTH	TOPICS	ADDITIONAL DISTRIBUTION
<b>JANUARY</b>	LEADERSHIP	NEW MAYORS & COUNCIL MEMBERS ACADEMY
	2017 LEGISLATIVE WRAP-UP	
<b>FEBRUARY</b>	PUBLIC WORKS AND INFRASTRUCTURE	CITY MANAGERS DEPARTMENT MEETING
<b>MARCH</b>	LAND USE AND PLANNING	PUBLIC WORKS OFFICERS INSTITUTE
<b>APRIL</b>	COMMUNITY SERVICES	PLANNING COMMISSIONERS ACADEMY
		LEGISLATIVE ACTION DAY & RECEPTION
<b>MAY</b>	ECONOMIC DEVELOPMENT	CITY ATTORNEYS' SPRING CONFERENCE
<b>JUNE</b>	TECHNOLOGY	MAYORS & COUNCIL MEMBERS EXECUTIVE FORUM
<b>JULY</b>	ENVIRONMENT & ENERGY	
<b>AUGUST</b>	ANNUAL CONFERENCE PREVIEW	2018 ANNUAL CONFERENCE & EXPO
<b>SEPTEMBER</b>	ANNUAL CONFERENCE	2018 ANNUAL CONFERENCE & EXPO
<b>OCTOBER</b>	PUBLIC SAFETY	
<b>NOVEMBER</b>	MUNICIPAL FINANCE	LEGISLATIVE BRIEFINGS
<b>DECEMBER</b>	PUBLIC TRUST AND ETHICS	MUNICIPAL FINANCE INSTITUTE
		CITY CLERKS NEW LAW & ELECTION SEMINAR

### SPECIAL SERIES:

**AUGUST – SEPTEMBER:** LEAGUE OF CALIFORNIA CITIES ANNUAL CONFERENCE PREVIEW

### REGULAR FEATURES:

JOB OPPORTUNITIES, LEGAL NOTES,  
CITY FORUM, AWARD-WINNING CITY PROJECTS AND ON THE RECORD

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