

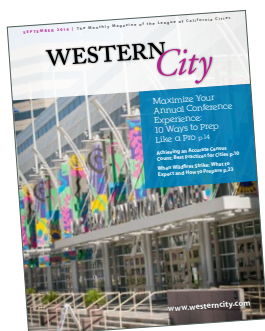
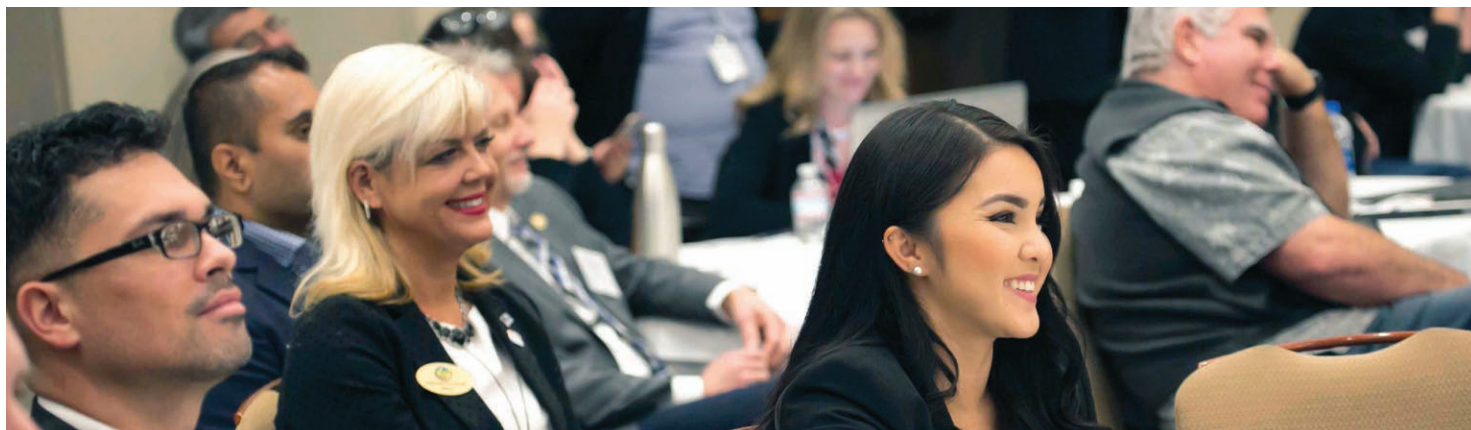
WESTERN *City*



2020 MEDIA GUIDE

The only way to reach 100 percent of California's city budget decision-makers





Western City Magazine

League of California Cities
1400 K Street, Suite 400
Sacramento, CA 95814
(916) 658-8223
Advertising Sales
(916) 961-9999
cicit@aosinc.biz
www.westerncity.com

ABOUT

Western City is a monthly publication provided by the **League of California Cities — the lobbying, professional, and educational association for city officials throughout the Golden State.**

Western City provides lively, interdisciplinary analyses of issues affecting local governance in a format suited for busy professionals. Each month, the magazine features a different theme/topic related to cities, offering readers pragmatic ideas, relevant information, feature articles and in-depth series on big-picture, statewide policy issues and trends.

Frequency:

12X

Launch Date:

1924

Western City's mission is to:

- » Support and serve elected and appointed city officials;
- » Examine the policy, process and fiscal issues that affect local government; and
- » Present a number of perspectives on these issues, including individual city success stories, legal analyses and insights from experts throughout the state.

READERSHIP

Elected city officials and major department heads throughout California's 482 cities, including mayors and council members, city managers, police and fire chiefs, directors of finance, public works and purchasing, state legislators and the California congressional delegation, among others.

CIRCULATION

9,317 as of July 1, 2018.

Western City is audited by Richardson and Company.

OWNERSHIP

Western City is the official monthly publication of the League of California Cities.

OUR READERS

Western City magazine is distributed to elected officials and department heads in cities throughout California as a complimentary benefit of League membership. The magazine is also mailed to California state legislators, key policymakers and opinion leaders. Paid subscriptions are available to individuals or organizations (such as higher education institutions with public policy programs) interested in local government.



About Our Readers*

Leading Areas of Influence/Participation for City Policy Activities

- » Contracting for services 71%
- » Public information 53%
- » Economic development 50%
- » Training/educational programs 50%
- » Employee benefits 46%
- » Planning and zoning 45%
- » Purchasing 44%
- » Public Safety 41%
- » Management information systems 40%
- » Public utilities/public works 39%

Areas of Budget Responsibility

- » Department budget 71%
- » City budget 51%
- » Capital improvement budget 48%
- » Other 5%

Leading Consulting Areas That Readers Will Contract for in the Next 12 Months

- » Engineering 51%
- » Law 43%
- » Land-use planning 38%
- » Environmental 37%
- » Construction management 34%
- » Economic development 30%
- » Computer consulting 28%

- » Redevelopment 25%
- » Finance 21%
- » Executive search 20%

Readers Take Action After Seeing Advertisements

- » Discussed an ad with others 30%
- » Visited an advertiser's website 26%
- » Passed an ad along with comments to others 24%
- » Filed an ad for future reference 10%
- » Contacted an advertiser for more information 8%
- » Included an advertiser on mailing list for request for proposal 4%
- » Placed an order for advertised product or service 4%
- » Other action .5%

Source Used to Learn About New Products or Services

- » Recommended by other cities 74%
- » Researching on the Internet 59%
- » *Western City* advertisements 38%
- » League of California Cities tradeshow 36%
- » Direct mail 25%
- » City Hall Directory advertisements 7%

57% Over half of all respondents (57%) have taken one or more actions in the past 12 months as a result of seeing advertisements in *Western City*.

Your Advertising Dollars Reach 100% of California's City Budget Decision-Makers

Facts About *Western City* Readers

- » *Western City* has an average of 3.1 readers per copy
- » Respondents have been receiving *Western City* for an average of 9.5 years
- » 77% are regular readers of *Western City* who have read at least 3 of the last 4 issues

After Reading *Western City*:

- » 34% save the magazine for reference
- » 24% route it to others
- » 23% clip or copy articles
- » 15% place it in a public area

*Readership survey conducted by Research USA, Inc.

Circulation Statistics

- » Mayors and City Council Members 2,515
- » City Managers 478
- » Finance Directors, City Clerks 1,095
- » Police Chiefs and Fire Chiefs 698
- » City Attorneys 338
- » Public Works Directors 619
- » Planning and Community Development Directors 1,161
- » Parks and Recreation Directors 336
- » Personnel Directors 355
- » Buildings Officials 341
- » All Other City Department Heads 1,043
- » County, State and Federal 185
- » Schools, Universities and Libraries 42
- » Associations and Special Districts 90
- » Additional Distribution 4
- » Total Monthly Distribution **9,300**

The Top Read Elements of the Magazine are:

1. Job Opportunities
2. Feature Articles
3. Legal Notes
4. President's/Executive Director's Message

Demographic Characteristics

- » 67% are male
- » Average age is 52 years
- » 81% have graduated from a four-year college or better
- » 44% have either a master's degree, law degree or doctorate
- » 18% plan to run for public office in the next 24 months, with about 14% likely to contract with a professional campaign-consulting firm

✓ **92% of our readers have budget responsibility**

✓ **84% of our readers are involved in purchasing or leasing products or services**

✓ **90% will be contracting for one or more consulting areas in the next 12 months**

2020 EDITORIAL CALENDAR

Month	Topics	Additional Distribution
January	2018 Legislative Wrap-Up, Leadership	New Mayors & Council Members' Academy
February	Public Works & Infrastructure	City Managers Department Meeting
March	Land Use & Planning	Planning Commissioners Academy
April	Community Services	Legislative Action Day, Public Works Officers Institute & Expo
May	Economic Development	City Attorneys' Spring Conference
June	Technology	Mayors & Council Members Executive Forum
July	Environment and Energy	
August	Youth	
September	Annual Conference Preview	2020 Annual Conference & Expo
October	Annual Conference Municipal Finance	2020 Annual Conference & Expo Municipal Finance Institute
November	Public Safety	Legislative Briefings
December	Public Trust & Ethics	City Clerks' New Law & Election Seminar

Special Series

Topic

September - October

League of California Cities Annual Conference Preview

ADVERTISING OPPORTUNITIES

Western City magazine

Display Advertising

Western City magazine publishes 12 issues per year, once per month. You may choose to run a display ad either once or up to 12 times, depending on your marketing plan and budget. Frequency discounts are available for 3, 6 and 12 times.

Job Opportunities Section

Western City magazine features a job opportunities section in each issue. According to our reader survey, the job opportunities section is the most popular and best read section of the magazine. When you place any job opportunity ad in the magazine, you also receive a free posting on our website, www.westerncity.com, for the same month.

Professional Services Directory

Western City magazine publishes the Professional Services Directory in each issue. These ads are available in one size. To place an ad in the section, you must sign up to run the ad for a year or 12 issues and prepay the one-year flat fee before the first insertion deadline.

Job Opportunity Postings

Western City magazine's job opportunities website is a popular resource for job seekers looking for positions in local government. You may choose to post a 30-day job opportunity on the website. Online job postings are complimentary with a Western City magazine print job advertisement purchase.

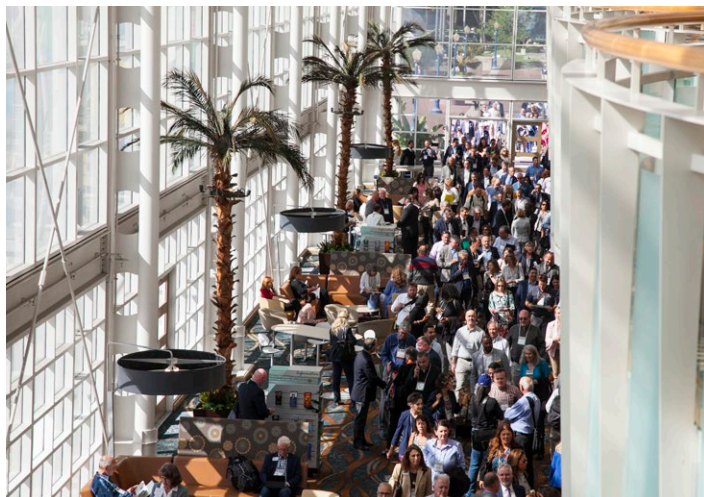
Website Ads

You may choose to run an ad on the magazine's website www.westerncity.com. Various ad locations and size options are available.



REGULAR FEATURES

- » Job Opportunities
- » Legal Notes
- » City Forum
- » Award-Winning City Projects
- » On The Record



ABOUT THE LEAGUE OF CALIFORNIA CITIES

The League of California Cities is an association of California city officials who work together to enhance their knowledge and skills, exchange information and combine resources so that they may influence policy decisions that affect cities. The League's mission is "to expand and protect local control for cities through education and advocacy to enhance the quality of life for all Californians."

Educational Opportunities

The League provides a broad range of professional development opportunities for city officials through its training department. During the course of a year, city officials can choose from more than 200 League-sponsored educational sessions and workshops. The League's Annual Conference & Expo, each fall, is the largest gathering of city officials in California in any given year. Mayors, council members, city managers and department heads gather from throughout the state to attend seminars and training sessions, deliberate on issues and exchange ideas on local government issues.

Products and Services Expo

Held in conjunction with the Annual Conference, the Expo enables city officials to learn firsthand about new and innovative products/services for solutions to current city issues. With more than 300 booths, the Expo is a vital resource that brings city officials and companies together, face-to-face. For more information, call (916) 658-8237 or visit www.cacities.org/events.

2020 RATE CARD

Effective January 2020

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.

Issue	Ad Reservation Deadline	Materials Due/Print-Ready Material Deadline
January	Nov. 12 (2019)	Nov. 19 (2019)
February	Dec. 10 (2019)	Dec. 17 (2019)
March	Jan. 21	Jan. 28
April	Feb. 24	Mar. 2
May	Mar. 24	Mar. 31
June	Apr. 21	Apr. 28
July	May 21	May 28
August	Jun. 23	Jun. 30
September	Jul. 20	Jul. 27
October	Aug. 21	Aug. 28
November	Sep. 15	Sep. 22
December	Oct. 19	Oct. 26

To guarantee your ad reservation, your signed reservation form is due by 4:00 p.m. Pacific Standard Time on the ad reservation deadline 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.

ADVERTISING RATES

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

Exhibitors at the League of California Cities Annual Conference & Expo receive a 20 percent discount on ads placed in the September and October Annual Conference issues.

Color Rates

Color rates are \$500 per page in addition to display rates listed above.

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

PRINTING SPECIFICATIONS

All ads should be supplied as follows:

- » All images should be at least 300 dpi.
- » All color ads must be CMYK. No spot colors are to be used, and no RGB.
- » All files must be 300 dpi with all fonts either converted to outlines or embedded.
- » Bleeds on full-page ads only. No charge for bleed.

Ad file format should be one of the following:

1. PDF format
2. JPG or TIF format
3. EPS format – all type converted to outlines or embedded.

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

MECHANICAL INFORMATION

	Width	Depth
Trim Size	8 ½"	11"
Bleed page	8 ¾"	11 ¼"
1 page	7 ¼"	10"
2/3 page	4 ¾"	9 ¼"
1/2 island	4 ¾"	7 ½"
1/2 horizontal	7 ¼"	5"
1/3 square	4 ¾"	5"
1/3 vertical	2 ¼"	9 ¼"
1/4 page	4 ¾"	3 ½"
1/6 vertical	2 ¼"	5"
1/6 horizontal	4 ¾"	2 ¼"
Professional card	2 ¼"	2 ⅛"

Email ad file to:
 cicit@aosinc.biz and to
 ipointdesign@mac.com

Or, mail all materials to:

Western City Magazine
 Advertising Manager
 1400 K Street, Suite 400
 Sacramento, CA 95814

CONTACT:

Phone: (916) 961-9999
 Email: cicit@aosinc.biz
 Website: www.westerncity.com