

Website Advertising Rates

Type	Ad size	30-day period
Homepage, leaderboard banner (exclusive)	970x90 300x250*	\$950
Homepage, standard (exclusive)	300x250	\$600
Run of site, tall	300x600	\$750
Run of site, standard	300x250	\$500
Job opportunities page, standard	300x250	\$600
Targeted article, standard	300x250	\$200
Newsletter	600x125	\$400
Advertorial		\$1,000

*The leaderboard banner requires two ad sizes in order to appear properly on mobile devices. All other ad spaces respond accordingly and do not require additional artwork.



Homepage exclusive ads:

Homepage leaderboard banner: Top placement on homepage, runs for 30 days. Must be reserved in advance.

Homepage standard size ad: Above the fold ad on homepage, runs for 30 days. Must be reserved in advance

Run of site ads:

Tall size: Tall ad appears “below the fold” in left-hand column on homepage and on all main landing pages. Ad rotates with tall and standard size ads in same location at a regular intervals. Runs for 30 days.

Standard size: Standard size ad appears “below the fold” in left-hand column on homepage and on all main landing pages. Ad rotates with tall and standard size ads in same location at a regular intervals. Runs for 30 days.

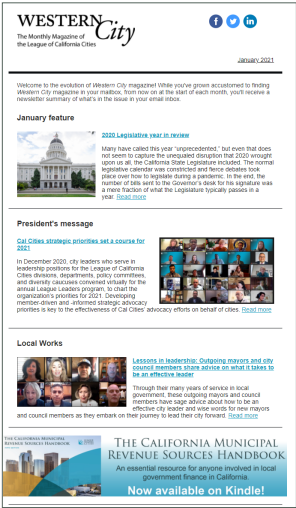
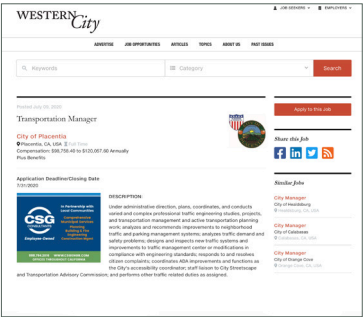


Job opportunities ad:

Standard size ad runs on job description pages through the popular job opportunities site. Ad rotates with standard size ads in same location at a regular intervals. Runs for 30 days.

Targeted article ad:

Standard size ad placed on desired article page (feature, Local Works, Legal Notes, etc.) Not applicable for President or Executive Director message articles. Exclusive placement.



Newsletter ad:

Ad placed in the monthly magazine preview newsletter email. Limit two per month. Must be reserved in advance.

Advertorial:

Advertisement article up to 1000 words with up to three photos. Runs as an article, indicated as “advertisement.” Teaser text and image placed on the homepage and in the monthly magazine preview newsletter email. Must be reserved in advance and only available to participants of the League of California Cities Partner Program.

Website and newsletter analytics

Website monthly average	Job opportunities monthly average
Page views 17,002	Page views 15,119
Unique Page views 12,704	Unique Page views 13,146
Monthly newsletter	
Subscribers 8,010	
Open rate 23.4%	

File specifications and recommendations

- File Format should be .png and RGB.
- Provide a URL link to your company’s website/content along with your ad submission.
- Artwork due 1 week before the start of your 30-day period.
- Artwork may not be changed mid-run.
- Recommended maximum of 40 words depending on ad size.
- Recommended font size should be no smaller than 8 pt.
- Avoid additional white space around content. Ads with white backgrounds should have a thin stroke border to ensure it does not bleed into the background of the website.

For more information, contact:
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