

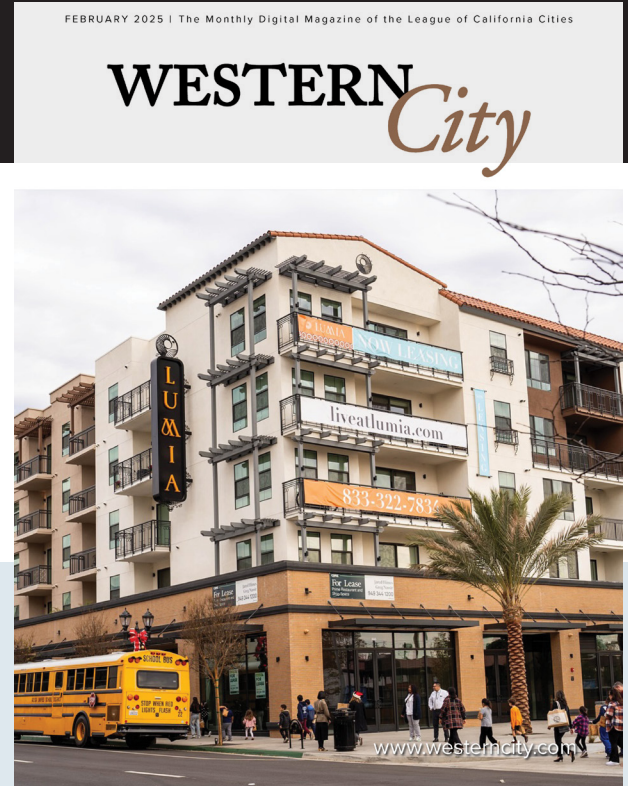
# 2025 AD RATES

The official publication of the League of California Cities

## WESTERN City

### ABOUT US

Western City presents deep dives into the thorny issues that cities are tackling every day. Through longer, in-depth stories, the magazine covers big picture policy questions, trends, and emerging issues, along with practical ideas that cities can replicate in their communities. The publication is shared with California city leaders who do business with various organizations to help serve their communities. Western City can help connect your services and solutions to elected city officials and major department heads throughout the state.



### ADVERTISING RATES

PRINT ADVERTISING	COST
Full page inside front and back cover	\$2,000
Full page outside back cover	\$2,250
Full page interior page	\$1,750
Half page	\$1,000
Quarter page	\$650
DIGITAL ADVERTISING	
Homepage leaderboard banner	\$950
Medium box – full site*	\$750
Newsletter (2 max)	\$600

\*Purchase of any print ad for the 2025 October issue includes one digital medium box ad for the same month.

All annual conference exhibitors and sponsors receive a 15% discount.

All Cal Cities Partners receive a 15% discount on print ads, 20% discount on digital ads.

### NEW! Special print edition

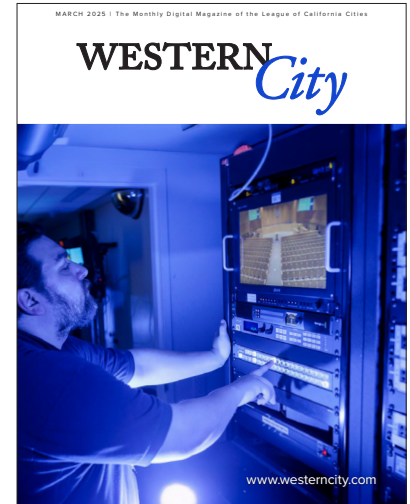
Western City — a digital publication — will publish a special print edition of the magazine in October 2025. The printed publication will coincide with the 2025 League of California Cities Annual Conference and Expo. This is an exciting opportunity for advertisers, including those who are exhibitors or sponsors at the conference.

### DISTRIBUTION

- 2,000+ conference attendees including mayors, council members, city managers, and more.
- Mailed to all 470+ Cal Cities member cities.

## ARTWORK SPECIFICATIONS

PRINT AD SIZE	SPECS (width x height)
Full page	8.5" X 11" + 0.125" bleeds
Half page horizontal	8.5" X 5.5" + 0.125" bleeds
Half page vertical	4.25" X 11" + 0.125" bleeds
Quarter page	4.25" X 5.5" + 0.125" bleeds
DIGITAL ADVERTISING	
Homepage leaderboard banner	970 X 90 pixels
Medium box	300 X 250 pixels
Newsletter	600 X 125 pixels



## PRINT AD REQUIREMENTS

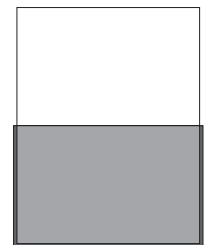
- **File types:** InDesign, Illustrator, Photoshop, or high quality PDF (embed all fonts and graphics)
- **Minimum resolution:** 300 DPI
- **Color:** CMYK
- **Bleeds:** Include an additional 0.125" on all sides of your artwork.
- **Margins:** Please keep all important information at least 0.5" away from the edge.

Print-ready artwork due by August 8, 2025.  
Send artwork to [acadelago@calcities.org](mailto:acadelago@calcities.org).

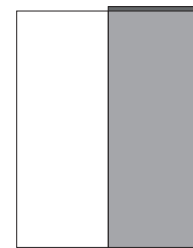
**Questions? Email [acadelago@calcities.org](mailto:acadelago@calcities.org).**



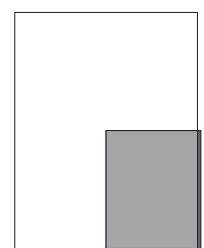
Full page  
with bleed



Half page (horizontal)  
with bleed



Half page (vertical)  
with bleed



Quarter page  
with bleed

## WESTERN CITY — A GREAT WAY TO CONNECT WITH LOCAL GOVERNMENT

Western City is the monthly digital publication of the League of California Cities. It is shared each month with all elected city officials and major department heads throughout California's 483 cities.

- 9,000+ website page views per month
- 6,000+ website users on average per month
- 11,500+ email newsletter subscribers
- 27% average open rate on email newsletters