

FLORIDA LEAGUE OF CITIES 2017-2018 MUNICIPAL DIRECTORY



DIRECTORY CONTENTS

The Florida League of Cities 2017-2018 Municipal Directory is a comprehensive listing of city officials in the State of Florida. This year's edition will include 412 municipalities. Approximately 3,800 copies of the directory are sent to city officials.

Advertising in the directory is an excellent way of promoting your company's services to the municipal governments in Florida.

MAKE YOUR RESERVATIONS TODAY.

ADVERTISING PRICES

Advertising agency commission rate 15%

| Ad Size | 4-Color* | Black & White |
|-----------|----------|---------------|
| Full Page | \$1725 | \$1075 |
| 1/2 Page | \$1000 | \$600 |
| 1/4 Page | \$650 | \$375 |
| 1/8 Page | \$575 | \$275 |

AD COPY SIZES

| Ad Size | Width x Height |
|---------|----------------|
| 1/8 | 2.375" x 1.75" |
| 1/4 | 5" x 1.75" |
| 1/2 | 5" x 3.875" |
| Full | 5" x 7.75" |

Directory Trim size: 6" x 9."
All ad sizes are listed as width by height.

COPY & PAYMENT DEADLINES

Ad reservations, artwork and payment must be received by May 12, 2017.

Positions are reserved on a first-come, first-served basis.

Cancellations and refunds must be requested prior to May 1, 2017.

TECHNICAL INFORMATION

- ▶ Press-quality PDF files preferred (with fonts embedded) or Photoshop (TIFF, PSD or EPS, flattened files only), Illustrator (EPS - Fonts converted to outline) and should be emailed to: snelson@flcities.com. We also accept Mac or PC-formatted CD/DVDs.
- ▶ All other digital files must be packaged in InDesign CC (include all fonts and linked files) or submitted as a press-quality PDF if created in another program. Native Quark, Word and Publisher files are not accepted.
- ▶ All graphics files should be EPS, TIFF OR JPEG files, 300ppi.
- ▶ All ads must be Grayscale or CMYK only.
- ▶ No bleeds on tabs. Bleeds only on Inside Front Cover, Inside Back Cover and Back Cover. Cover is 6.25 x 9 plus bleeds. The directory is coil bound.

If you need assistance in converting your ad to a press-quality PDF file, have questions about sending digital files or need help composing your advertisement, please call Stewart Nelson at (850) 701-3663 or email snelson@flcities.com.

SPECIAL PLACEMENT

Special placement may be requested for your advertisement.

Special placements are reserved on a first-come, first-served basis.



ADVERTISING RESERVATIONS

Mail the Advertising Registration Form, ad copy and payment by check or credit card to:

Erika Branchcomb
Florida League of Cities, Inc.
301 S. Bronough St., Ste. 300 (32301)
Post Office Box 1757
Tallahassee, FL 32302-1757

Faxed or emailed forms accepted with credit card payment.
Email: ebranchcomb@flcities.com
Fax: (850) 222-3806

If you have questions, please contact her at (850) 701-3653
or ebranchcomb@flcities.com.

ADVERTISING REGISTRATION FORM

The Florida League of Cities 2017-2018 Municipal Directory

NAME: _____ TITLE: _____

COMPANY: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

TELEPHONE: _____ EMAIL: _____

FAX: _____

CONTACT NAME: _____

SIGNATURE: _____ DATE: _____

TYPE OF PAYMENT: CHECK CREDIT CARD

AMOUNT \$ _____

CREDIT CARD NAME: _____ VISA MASTER CARD

CARD HOLDER'S NAME: _____

ADDRESS: _____

ACCOUNT #: _____

EXP. DATE: _____ CARD ISSUED BY: _____

PHONE # OF ISSUING COMPANY: _____

- FULL PAGE
- 1/2 PAGE
- 1/4 PAGE
- 1/8 PAGE
- 4-COLOR
- BLACK & WHITE

Ad reservations, artwork and payment must be received by May 12, 2017.