



# ADVERTISING RATE CARD



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## Advertising Information

### Rate Definition

Rates are for space only and are based on the total number of units of space used within a 12-month period. One page is the largest space unit; a spread counts as two one-page units.

### Short Rates and Rebates

Rates are based on the total space units used in a 12-month period from date of first insertion. If advertising is discontinued by mutual agreement before completion of contract, short rates for space used apply.

### Publication Date

Published bi-monthly – January/February, March/April, May/June, July/August, September/October, November/December. For each issue (except May/June) the magazine is published the first day of the second month (i.e., January/February is published February 1). The May/June issue is published around mid-June.

## Circulation

*Quality Cities*, formerly *Florida Municipal Record*, was established in 1928. It is published six times per year for the municipal officials in the State of Florida and has a circulation of more than 4,000. Readership includes the mayors, councilmembers, commissioners, city managers, city attorneys, city clerks and other decision-making officials of Florida's municipalities.

*Quality Cities* regularly reports on legislation impacting cities, current issues affecting municipalities and innovative local government ideas.

The subscription price for nongovernmental agencies is \$20 annually; \$4 per single copy.

## Agency Commission

**15% of gross billing to agencies recognized by *Quality Cities* if payment is received in our office within 45 days of the invoice date.**

### Prepayment Discount

5% on payment with order.

### Rates

Black and white units of space; rates are per insertion.

Size	1 time	3 times	6 times
1 page	\$500.00	\$475.00	\$450.00
2/3 page	390.00	365.00	340.00
1/2 page	300.00	285.00	275.00
1/3 page	225.00	205.00	195.00
1/4 page	200.00	170.00	160.00
1/8 page	110.00	105.00	100.00
1/12 page	80.00	75.00	70.00

*Quality Cities* reserves the right to reject any advertisements. Responsibility for claims and actions based on ad content is borne by the advertiser.

### Color Charges

**4-Color Process** – \$350 extra per spread per insertion. Advertiser must furnish us with a digital file.

## Contract and Payment Policies

Each company will be required to sign a *Quality Cities* advertising contract before the first ad appears in *Quality Cities* and at the beginning of each new contract year. First-time advertisers must make payment for their first advertisement at the time advertising materials are submitted (by material closing date). All subsequent ads must be paid for within 45 days of invoice dates.

Any advertising account that becomes 60 days past due will automatically forfeit further advertising until account is brought up to date.

## Mechanical Requirements

Trim Size: 8-1/2" x 11"

<u>Standard Unit Sizes</u>	<u>Width</u>	<u>Depth</u>
Two-page spread	15-7/8"	9 1/4"
One page	7-1/4"	9-1/4"
2/3 page (vertical)	4-3/4"	9-1/4"
1/2 page (horizontal)	7-1/4"	4-3/8"
1/2 page (vertical)	3-3/8"	9-1/4"
1/3 page (column)	2-1/4"	9-1/4"
1/4 page (horizontal)	4-3/4"	3-5/8"
1/4 page (vertical)	3-3/8"	4-3/8"
1/8 page	2-3/16"	3-5/8"
1/12 page	2-3/16"	2-3/16"

### Bleeds

<u>Bleed Unit Sizes</u>	<u>Width</u>	<u>Depth</u>
Two-page spread	17-1/2"	11-1/2"
One page	9"	11-1/2"
1/2 page	9"	5-3/8"

## Advertising Material

Supply in order of preference:

**Adobe PDF (preferred)** – Press quality, fonts embedded, with bleeds and crop marks if needed.

**Digital** – High-resolution TIFF/PSD/JPEGS may be sent on CD or DVD, by email or via your FTP site. Files must be flattened, no layers or live text.

**Adobe InDesign** – Please use the Package feature in InDesign to collect all fonts and linked art files. Do not embed art files in your InDesign document.

Files are accepted in Mac or PC format (OpenType fonts only).

If you do not use the above applications, please contact Stewart Nelson at (850) 701-3663 or email [snelson@flcities.com](mailto:snelson@flcities.com).

## Charges billed to advertiser

- ▶ Cost of express mail charged to recipient.
- ▶ Ad preparation/design (in-house) \$40.00 per hour. Minimum 1/2 hour.

All supplied advertising material will be destroyed within one year after last use unless previously instructed otherwise.

## Advertising Closing Dates

### Reservation and Material Closing Dates

15th of month, preceding date of issue (except for May/June and July/August issues).

Reservation and material closing date for

May/June issue: April 30

July/August conference issue: June 1.

### Cancellation Policy

No cancellations accepted after closing date for material. In the event advertising copy is not received by material closing date, advertiser will still be responsible for cost of contracted space.

## Mailing Instructions

Advertising contracts, insertion orders, material, copy instructions, etc., to:

*Quality Cities*

301 South Bronough Street, Suite 300 (32301)

P.O. Box 1757, Tallahassee, Florida 32302-1757

### Or Email

Advertising contracts, etc.: [ebranchcomb@flcities.com](mailto:ebranchcomb@flcities.com)

Ad copy: [snelson@flcities.com](mailto:snelson@flcities.com)

## Other Activities/Publications

### Annual Conference

The annual conference of the Florida League of Cities is held in August. Exhibit space and sponsorships are available. Contact us for more information.

### FLC Municipal Directory

*The Florida League of Cities Municipal Directory* is published each year. Directory advertising information is available upon request.

## Florida League of Cities, Inc.

301 South Bronough Street, Suite 300 (32301)

P.O. Box 1757, Tallahassee, Florida 32302-1757

(850) 222-9684 • (850) 222-3806 (Fax)

Website: [www.floridaleagueofcities.com](http://www.floridaleagueofcities.com)

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