



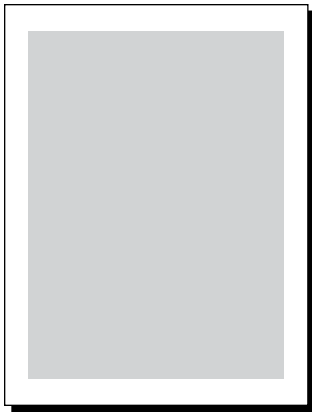
The magazine of the Virginia Municipal League

Virginia Town & City Advertising Rates and Specifications

Black & White Ad Sizes	Per Insertion Rates		
	1-5	6-9	10-12
Full Page*	\$550	\$440	\$340
1/2 Page (V & H)	\$400	\$320	\$280
1/4 Page (V)	\$300	\$240	\$210

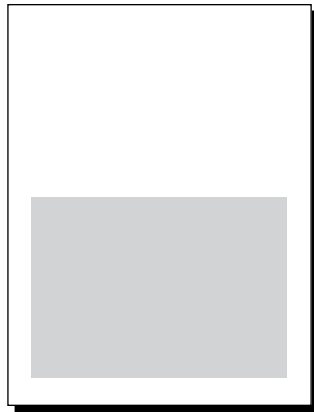
*No additional bleed charge on all full page ads

Full Color, Full Page Ad Sizes*	Per Insertion Rates		
	1-5	6-9	10-12
Full Page	\$1,400	\$1,190	\$1,050
Inside Front Cover	\$1,680	\$1,428	\$1,260
Inside Back Cover	\$1,680	\$1,428	\$1,260
Outside Back Cover	\$1,750	\$1,488	\$1,313

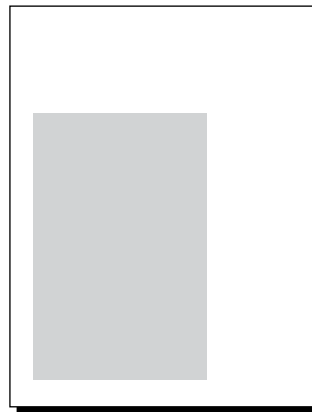


Full Page w/out bleed
7.25" x 9.75"

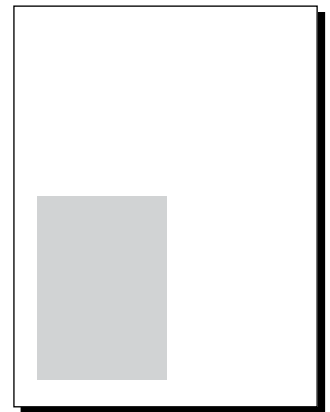
Full Page 8.5" x 11"
(add .25" for bleed)



1/2 Page Horizontal
7.25" x 4.75"



1/2 Page Vertical
4.625" x 7.125"



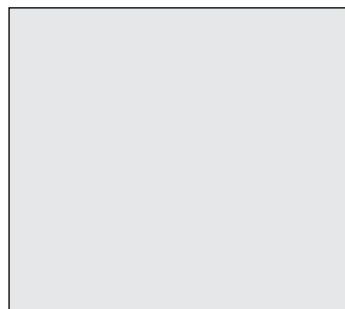
1/4 Page Vertical
3.5" x 4.75"

Professional Directory Ad Sizes & Annual Rates

(samples below are not to scale)



Horizontal Long - 3.5" x 1"
\$370



Horizontal - 2.25" x 2"
\$495



Horizontal Short - 2.25" x 1"
\$290

Virginia Town & City

Virginia Town & City is published monthly by the league as a service to its members. The magazine's mission is to serve as a medium of information and ideas for Virginia's local governments, as well as to inform the league's membership of the activities of the organization. The publication focuses on providing timely information on issues affecting VML's members such as tourism, technology, public safety and environmental concerns.

Annual features include the legislative issue previewing the next General Assembly session, the VML Achievement Awards issue honoring innovation and excellence in Virginia local government, the conference issue that highlights upcoming annual conference events and familiarizes attendees with the host locality, and the conference review issue that provides a personal look at the new VML president. Regular columns include Page 4, People, News & Notes, The Corporate Page, Marketplace, Calendar, Professional Directory and The Back Page.

With a circulation of about 5,000 and a readership of about 16,000, the magazine is distributed to the following:

- Local government officials: elected and appointed – 56%
- Affiliate Organizations – 38%
- Advertisers, libraries, exchanges, subscribers, misc. – 3%
- Governor, Lt. Governor, General Assembly members, members of the US Congress and state agencies – 3%

Advertisement Requirements

Advertisements submitted for publication must be digital, pre-press ready. Adobe Professional Acrobat documents or PDFs preferred; distiller setting at Press Optimized or Press Quality; include crop marks. Other acceptable formats; TIFF, EPS, JPEG. Image resolution set at 300 dpi. All advertisements submitted on CD/DVD disks must include a color or black and white proof with printer's registration marks. Additional production services required to incorporate advertisement into magazine will be billed, in addition to the regular applicable rate, at publisher's cost plus 10%. When new art is not received by final closing date, right is reserved to repeat last submitted advertisement. All other ad production questions may be addressed to Manuel Timbreza (mtimbreza@vml.org).

VTC Measurements

Folded trim size: 8.5" x 11." Bleed size requires additional .25" on all sides; full bleed ad size: 9" x 11.5."

Color

See full color rates on previous page – full page layout only, color proof furnished. Multiple page color (additional spot color) rates available upon request.

Special Page rates

Double-page, special folding and insert rates available upon request.

VML Annual Conference Issue - October

The largest and most widely read issue of *Virginia Town & City* features the host locality as well as the league's annual report and reports of affiliate groups. Contact Kimberly Pollard at kpollard@vml.org for space availability and rates.

VML Annual Product & Service Guide - January

This guide is a supplement to *Virginia Town & City*. A digest-size booklet used by local government decision makers as an indispensable reference guide to firms doing business in the commonwealth. Contact Kimberly Pollard at kpollard@vml.org for more information.

Issuance and Closing Dates

Virginia Town & City is published monthly. Advertising closing date is the 1st of the month preceding publication, expect October "Conference Issue" which closes June 15, 2005.

Printing Process & Specifications

Offset printing; 150 line screen; 70# Camelot Velvet White Text self-cover (100# plus-cover for Oct. issue); Printing and saddle stitch binding by B&B Printing (www.bbprintnet.com), Richmond, VA.

Cancellation Policy

Ad insertion schedules cancellable only by written notice when received by closing date. No cover cancellations accepted. Cancellations or changes will not be considered executed unless acknowledged by the advertising manager. Virginia Municipal League and *Virginia Town & City* accept no responsibility for changes.

Commission, Discount and Billing

Sustaining members receive 10% discount on total cost of any display ad. Outside agency commission is 15% of gross billing on costs of space, color and position. No agency commission on accounts due past 30 days. Billing follows publication. Finance charge of 1.5% monthly, 18% yearly for balances not received within 30 days.

Disclaimer

Virginia Town & City reserves the right to reject advertising that it deems unsuitable and to refuse acceptance from advertisers of questionable credit or trade standing. Responsibility for claims and actions based on advertising contract is borne by the advertiser and advertising agency.

All disks and other materials should be shipped to *Virginia Town & City*, 13 East Franklin Street, Richmond, VA 23219.