



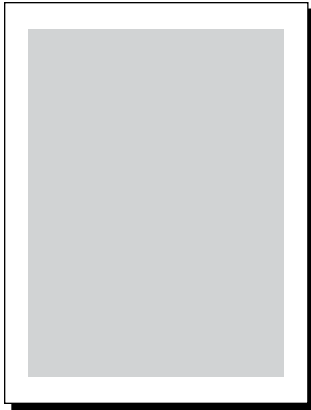
The magazine of the Virginia Municipal League

# Advertising Rates and Specifications

Black & White Ad Sizes	Per Insertion Rates		
	1-5	6-9	10-12
Full Page*	\$610	\$485	\$375
1/2 Page (V & H)	\$440	\$355	\$310
1/4 Page (V)	\$330	\$265	\$235

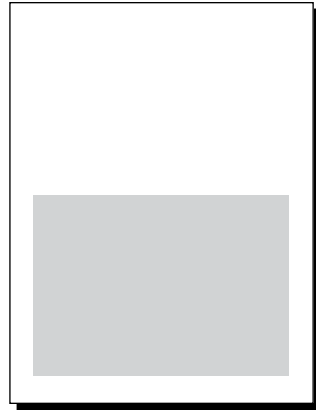
\*No additional bleed charge on all full page ads

Full Color, Full Page Ad Sizes*	Per Insertion Rates		
	1-5	6-9	10-12
Full Page	\$1,550	\$1,310	\$1,155
Inside Front Cover	\$1,850	\$1,570	\$1,385
Inside Back Cover	\$1,850	\$1,570	\$1,385
Outside Back Cover	\$1,925	\$1,635	\$1,445

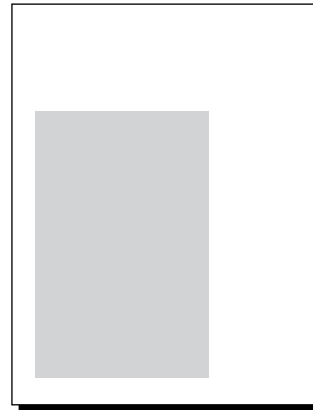


Full Page w/out bleed  
7.25" x 9.75"

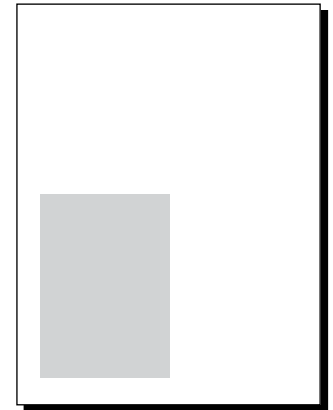
Full Page 8.5" x 11"  
(add .25" for bleed)



1/2 Page Horizontal  
7.25" x 4.75"



1/2 Page Vertical  
4.625" x 7.125"



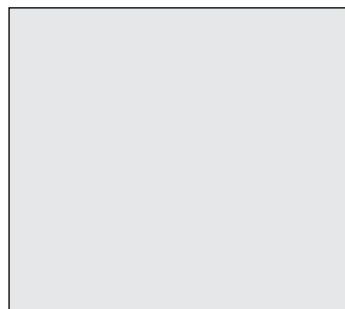
1/4 Page Vertical  
3.5" x 4.75"

## Professional Directory Ad Sizes & Annual Rates

(samples below are not to scale)



Horizontal Long - 3.5" x 1"  
**\$405**



Horizontal - 2.25" x 2"  
**\$540**



Horizontal Short - 2.25" x 1"  
**\$320**