



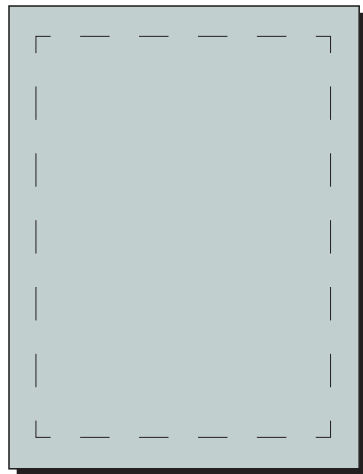
# VTC Advertising Rates and Specifications

**Rates effective Feb. 1, 2024**

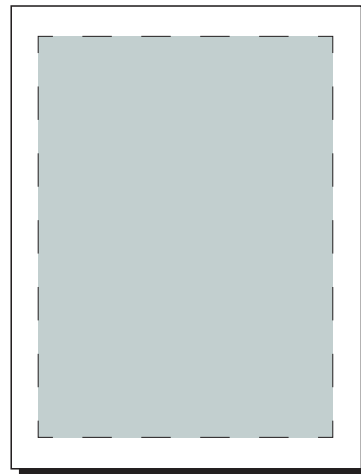
**All ads print in full color process - CMYK**

Available Ad Sizes	Rates	
	Member Price	Non-Member Price
1/4 Page (vertical only)	\$315	\$350
1/2 Page (vertical or horizontal)	\$495	\$550
Full Page Basic	\$855	\$950
Full Page Inside Front Cover	\$1,215	\$1,350
Full Page Inside Back Cover	\$1,215	\$1,350
Full Page Outside Back Cover	\$1,350	\$1,500

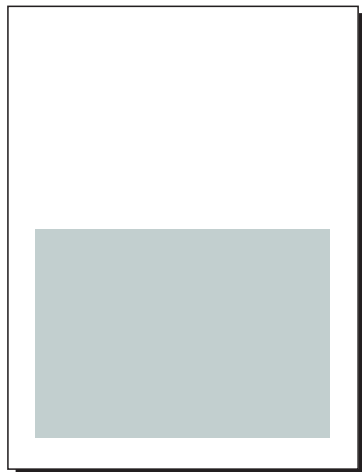
To purchase ads, or to inquire about discounts for purchasing multiple ads, contact Rob Bullington, [rbullington@vml.org](mailto:rbullington@vml.org).



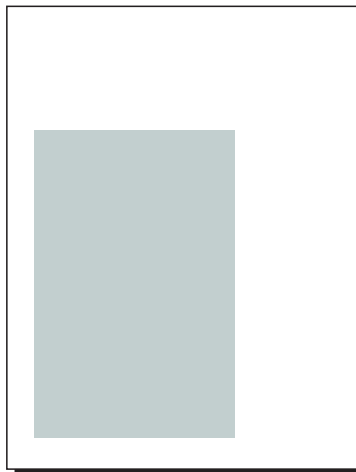
**Full Page full bleed 8.5" x 11"**  
(add .25" for bleed)



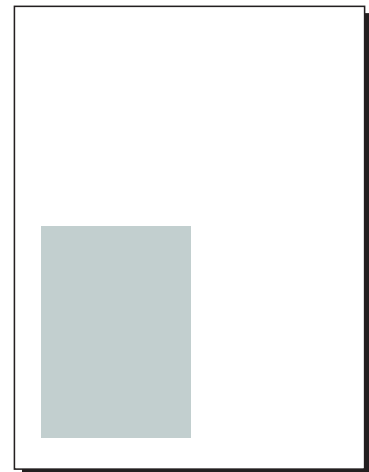
**Full Page w/out bleed 7.25" x 9.75"**



**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"

# Virginia Town & City

*Virginia Town & City* is published 9 times per year 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 finance, economic development, technology, education, public safety and environmental concerns.

Annual features include a legislative issue previewing the upcoming General Assembly session, the Annual Conference issue that highlights upcoming conference events and familiarizes attendees with the host locality, the conference review issue that provides an interview with the new VML president and the VML Innovation Award winners.

The magazine is distributed to the following:

- Elected and appointed local government officials
- Affiliate organizations
- Advertisers, libraries, exchanges, subscribers, misc.
- Governor, Lieutenant Governor, Attorney General, state agency heads, and members of the General Assembly and Congress.

## 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 and bleed marks. Other acceptable formats; TIFF, EPS, JPEG, PNG. Image resolution set at 300 dpi. **Additional production services required to incorporate advertisements into the magazine will be billed, in addition to the regular applicable rate, at publisher's cost plus 10%.** When new art is not received by the final closing date, the right is reserved to repeat the last submitted advertisement. All other ad production questions may be addressed to Manuel Timbreza, [mtimbreza@vml.org](mailto: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

*Virginia Town & City* is printed in full color process (CMYK). Multiple page color (additional spot color) rates available upon request.

## Special Page rates

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



## VML Annual Conference Issue

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 Rob Bullington at [rbullington@vml.org](mailto:rbullington@vml.org) for space availability and rates.

## Issuance and Closing Dates

*Virginia Town & City* is published 9 times a year. Advertising closing date is typically the 1st of the month preceding publication, except September "Conference Issue" which typically closes August 1. Contact VTC Editor Rob Bullington ([rbullington@vml.org](mailto:rbullington@vml.org)) to confirm timing.

## Printing Process & Specifications

Offset printing; 150 line screen; 70# Camelot Velvet White Text self-cover (100# plus-cover for October issue); Printing and saddle stitch binding.

## 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.

## 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 digital files should be e-mailed to Rob Bullington at [rbullington@vml.org](mailto:rbullington@vml.org).