

# Cities & Villages

PUBLISHED SIX TIMES A YEAR BY THE OHIO MUNICIPAL LEAGUE  
 SUITE 510, 175 SOUTH THIRD STREET, COLUMBUS, OHIO 43215-7100  
 Phone: 614-221-4349 Fax: 614-221-4390 email: cgrant@omlohio.org

January, 2012

## GENERAL ADVERTISING RATES

*Frequency Page Rates:* Cost per insertion. Rate earned based on number of insertions used in any 12-month period.

	Insertions per contract year	
	1	6
Full Page	\$882	\$782
1/2 page	466	422
1/3 page	353	319
1/4 page	276	247
1/6 page	189	170
1/8 page	155	139
Professional	319 (total for 6 issues)	

(Advance total annual payment required for prof. ads)

## COVERS

*Rates for Covers:* Insertions per contract year

	Insertions per contract year	
	1	6
Front Cover	no advertising accepted	
Second Cover	\$1012	\$914
Third Cover	1012	914
Back Cover	1102	990

## INSERTS

*Insert Specifications and Costs:* Insert size if bound in - 17 1/4" by 11 1/4" - Insert size if tipped in - 8 1/2" by 11 1/4" Regular black and white and position rates apply.

*Back-up and Handling Charges:* Regular black and white and position rates apply. No additional charge for backing up. If insert is tipped in, additional handling charge of \$159. September/

## SPECIAL POSITIONS

*Rates for Special Positions other than Covers:*

	Insertions per contract year	
	1	6
Center spread	\$1800	1620

## COLOR

*Rates for colors:* Color charge does not include cost of bleed. (See bleed rates.) Second colors available in all sizes.

	Per Page Double Spread or Less	
AAAA Standard Second Color	\$246	\$422
Publisher's Choice of Second Color	124	176
Four Color Process	703 per page	

**Rates for Special Colors:** Process colors, special colors and matched shades add \$319 per ad.

*Bleed Rates:* Acceptable in spreads and full page ads. All advertising specifying dimensions differing from the standard page is subject to bleed charge. No charge for gutter bleed in spread advertisement. Bleed per page or fraction: \$70

## MECHANICAL REQUIREMENTS

Ads not complying will be returned.

Publication Trim Size: 8 3/8" by 10 7/8"

Standard Unit Size in Inches:

	Width	Depth
Center spread	15 3/8	10
1 page	7	10
1/2 page horizontal	7	4 7/8
1/2 page island	4 5/8	7 1/2
1/3 page vertical	2 1/8	10
1/4 page horizontal	7	2 3/8
1/6 page horizontal	4 5/8	2 3/8
1/6 page vertical	2 1/8	4 7/8
1/8 page horizontal	7	1 1/8
1/8 page vertical	2 1/8	3 3/8
Professional	3 3/8	1 1/8

*Width of Column:* Single column width, 2 1/8 inches

*Depth of Column:* 53 lines, 10 inches

*Number of Columns to Page:* 2 or 3

*Total Lines per Page:* 159

*Screen:* 150 line screen is recommended

*Printing:* Cities & Villages is printed by offset

*Binding:* Saddlestitched

*Paper Stock:* 60 pound enamel

*Proofs:* Time permitting, proofs will be furnished on request

*Materials:* Electronic File CD/Disk mailed to the OML or emailed to: [cgrant@omlohio.org](mailto:cgrant@omlohio.org)

## ISSUANCE AND CLOSING DATES:

*Cities and Villages* is published six times a year. January/February, March/April, May/June, July/August,

October, November/December. Each issue is published the first week of the second month of each publication date.

*Closing Date for Advertising Orders:* First day of the first month of each publication date.

*Closing Date for Materials:* Seven calendar days after the closing date for advertising orders (see above).

*Cancellations:* No cancellations accepted after the closing date.

## MAILING INSTRUCTIONS

*Shipping Instructions - General:* Space Orders, Insertion Orders, correspondence should be addressed to *Cities and Villages*, Suite 510, 175 South Third Street, Columbus, Ohio 43215-7100.

*Shipping Instructions - Inserts:* Ship inserts prepaid to *Cities and Villages*, care of Watkins Printing Co., 1401 E. 17th Avenue, Columbus, Ohio 43211.

