



Cities & Villages Magazine

OML Member Magazine - published 4 times per year

Cities & Villages is the official magazine of the Ohio Municipal League.
It is a quarterly publication distributed to the members of the Ohio Municipal League.
Members can also view the magazine online at omloho.org.

GENERAL ADVERTISING RATES

Frequency Page Rates: Cost per insertion rate based on number of insertions in a 12-month period

	1 insertion	4 insertions
Full Page	\$1291	\$1161
1/2 Page	\$682	\$613
1/4 Page	\$404	\$363

Color Rate –

Full color: \$500 (add to above)
B & W prices for each ad, each issue)

Professional Directory Ad - (total for 4 issues) =

Standard Size = \$400

Large Size = \$700

Advance payment due for professional ads.

Publication Trim Size: 8.25" x 10.75" (all ads print 4 color)

AD SIZE SPECIFICATIONS:

Full Page: 8.25" x 10.75" – add 1/8" all sides for bleed.

Hold live area of ad to at least 3/8" each side from trim size.

Half Page (Vertical): 4.125" x 10.75" – add 1/8" all sides for bleed. Hold live area to at least 3/8" each side from ad size.

Half Page (Horizontal): 8.25" x 5" – add 1/8" all sides for bleed. Hold live area to at least 3/8" each side from ad size.

Quarter Page (Vertical): 3.375" x 4.5" – no bleed available

Professional Directory Ads:

Standard: 3.375" x 1.125" – no bleed available

Large: 3.375" x 2.25" – no bleed available

MECHANICAL REQUIREMENTS:

File Formats: PDF/X-1A preferred; Photoshop or ai.eps files accepted.

Bleeds: 1/8 inch for all sides. Hold live area to at least 3/8 inch from ad size.

Images: CMYK or Grayscale in TIFF, EPS or JPEG format. Scanned images must be 300 dpi or more. No RGB or Index mode images. No JPEG encoded eps files.

Color: Convert Spot/PMS colors to CMYK.

DEADLINES

First Quarter (January/February/March) – distributed early March - Space Deadline February 1, 2023

Second Quarter (April/May/June) – distributed early June - Space Deadline May 1, 2023

Third Quarter (July/August/September) – distributed early September - Space Deadline August 1, 2023

Fourth Quarter (October/November/December) – distributed early December - Space Deadline November 1, 2023

All print ready ads are due 10 days after the space deadline.

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