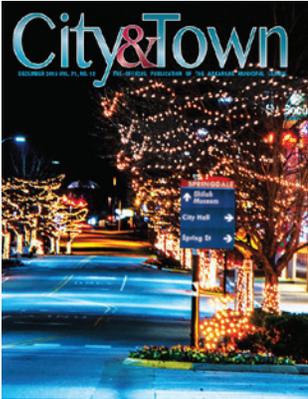
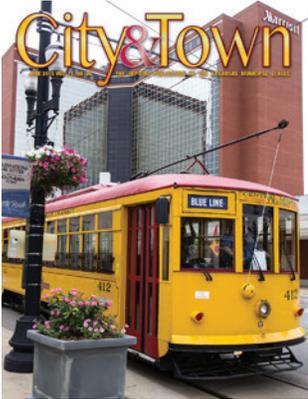


City&Town

Arkansas Municipal League, P.O. Box 38, North Little Rock, AR 72115-0038 • 501-374-3484 • FAX: 501-374-0541 • e-mail: citytown@arml.org • www.arml.org

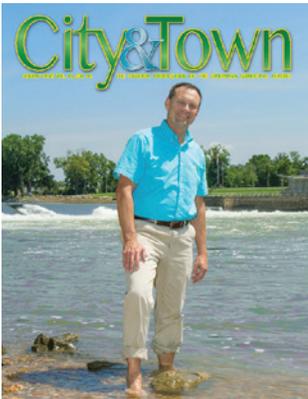


City&Town invites your business to meet potential customers through the unique access to the targeted municipal market.



City&Town is on the desks of municipal decision-makers in every city and town in Arkansas 12 times a year.

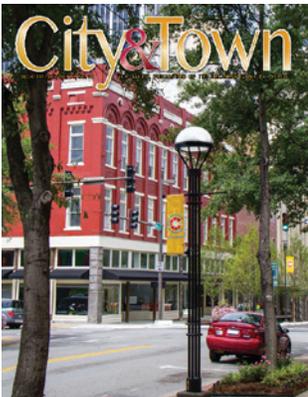
Publicizing products and services is handled efficiently and expeditiously through **City&Town**, the Arkansas Municipal League's official publication.



Improve the effectiveness of your advertising dollars by placing in **City&Town** your message—in black-and-white or in four-color process—to the buyer.

Put your message in the hands of mayors, city administrators, city managers, council members, city department heads, purchasing agents and others who lead and manage our cities and towns.

For additional information, contact Tricia Zello at 501-374-3484, ext. 285; Andrew Morgan, ext. 121; or Whitnee Bullerwell, ext. 206. You may also e-mail citytown@arml.org.



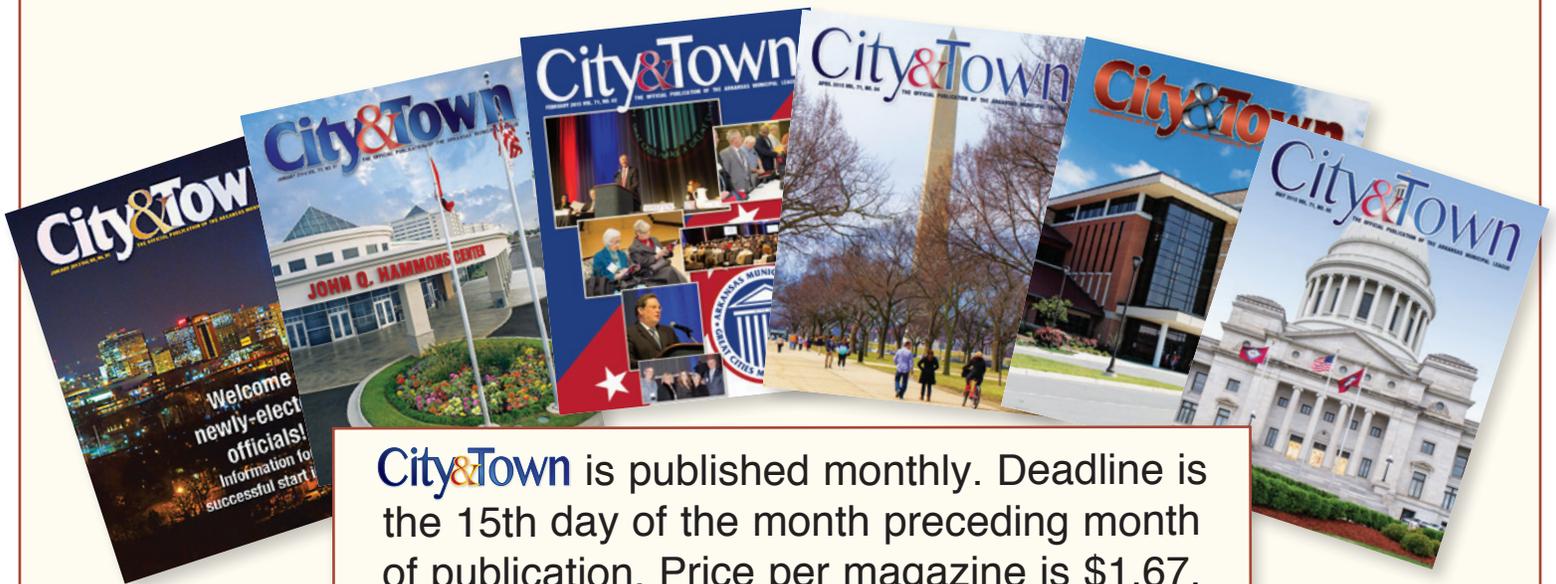
City&Town is mailed to about 7,000 municipal officials in all 500 municipalities in Arkansas.

Circulation of **City&Town** is about 7,000. Subscribers and readers:

administrators
animal control officers
building inspectors
chambers of commerce
city attorneys
city clerks
city collectors
city directors
city purchasing managers
city treasurers and
financial officers
congressional delegation
councilmembers
emergency services

federal agencies
fire chiefs
human resource managers
information technology
specialists
interest groups
lobbyists
libraries
mayors
media
parks and recreation
directors
police chiefs
private subscribers

public works directors
regional organizations
schools, colleges,
universities
sewer, solid waste
department managers
state agencies
state judiciary
state legislators
state officials
street department managers
water department managers



City&Town is published monthly. Deadline is the 15th day of the month preceding month of publication. Price per magazine is \$1.67. A one-year subscription is \$20.

Each edition includes:

- city news briefs and features
- summaries of state attorney general opinions affecting municipalities
- columns on planning, animal control, health, community/economic development and urban forestry
- obituaries
- fairs and festivals
- directory changes
- municipal mart classifieds
- national and local news features
- sales tax receipts by jurisdiction; map of local sales tax rates
- League officers, executive committee, advisory councils
- calendar
- League president's letter
- municipally targeted advertising

City&Town

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501-374-3484 • FAX: 501-374-0541 • e-mail: citytown@arml.org • www.arml.org

Specs

Trim size is 8.5" by 11". Line screen is 175 dpi and is printed on 70-lb. coated white stock. The binding is saddle-stitch.

Artwork

City & Town is Macintosh produced. We accept Adobe Illustrator and Adobe Photoshop files in addition to PDFs. PDFs must have all images and fonts embedded and bleed included (if applicable). Color files must be built in four-color process (CMYK). Ads should be submitted by e-mail to citytown@arml.org.

Advertising Rates:

Volume Price Breaks per year	1-5 times a year	6 times a year	12 times a year
Full Page Covers	Color Cover prices are listed below.		
Inside Front	\$590 each	\$540 each	\$490 each
Inside Back	\$560 each	\$505 each	\$455 each
Back Cover	\$635 each	\$580 each	\$530 each
Ads in Color	Color Art prices are listed below.		
Full page	\$555 each	\$490 each	\$430 each
1/2 page	\$405 each	\$385 each	\$370 each
1/4 page	\$320 each	\$305 each	\$290 each
Ads in Grayscale	Grayscale Art prices are listed below:		
Full page	\$375 each	\$310 each	\$250 each
1/2 page	\$225 each	\$205 each	\$190 each
1/4 page	\$140 each	\$125 each	\$110 each

**FULL PAGE
WITH BLEED**

**8.75" wide
X
11.25" tall**

1/2 PAGE

**HORIZONTAL
7.5" wide
X
5" tall**

**1/4 Page
Horizontal
3.5" wide
X
5" tall**

**1/2 PAGE
VERTICAL**

**3.5" wide
X
10" tall**

**1/4 Page
Horizontal
3.5" wide
X
5" tall**



Advertising Contract

Arkansas Municipal League, P.O. Box 38, North Little Rock, AR 72115-0038 • 501-374-3484 • FAX: 501-374-0541 • e-mail: citytown@arml.org • www.arml.org

Date: _____

Product Advertised: _____

BILLING INFORMATION

Company Name: _____ Contact: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ E-mail: _____

AD SIZE (see specifications, page 3)

- Inside Front Cover
- Inside Back Cover
- Back Cover
- Full Page with Bleed
- 1/2 page Vertical
- 1/2 page Horizontal
- 1/4 page

Advertising Rates:

Volume Price Breaks per year	1-5 times a year	6 times a year	12 times a year
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INSTRUCTIONS

Total number of insertions: _____

Starting with month: _____

If selecting specific months, indicate: _____

Cost per insertion: _____

Total: _____

Same copy each insertion: New copy each insertion:

Current advertiser? Yes No*

**If your company is not a current advertiser, payment for first and last months' ad is due with signed contract.*

Total due for first and last months ad: _____

Authorized Signature _____ Date _____