

Southern City

A Publication of the North Carolina League of Municipalities



WHO ARE WE?

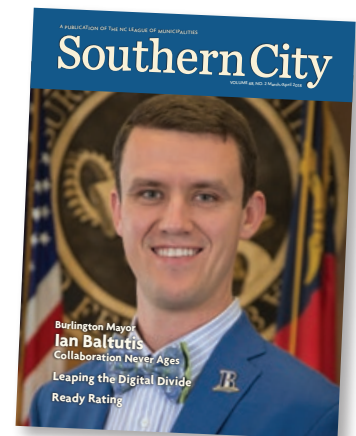
Our association represents a marketplace reaching **top municipal officials and department directors** in North Carolina, including:

- Public works & utilities
- Parks & recreation
- Engineering
- Planning, community & economic development
- Budget, finance & purchasing
- Water & sewage treatment
- Law enforcement & public safety
- Personnel & human resources

WHY SOUTHERN CITY?

- ◆ Only *Southern City* reaches this target audience four times each year through more than **5,500 subscriptions** to municipal officials in more than **540 cities, towns and villages**.
- ◆ Our members represent virtually **100%** of the **\$10 billion municipal marketplace** in North Carolina.

ABOUT THE PUBLICATION



Southern City is the official publication of the North Carolina League of Municipalities. This professionally designed quarterly magazine is a critical component of the League's communications program and features relevant editorial for people directly involved in North Carolina's city governments. When our readers are ready to contract services and products for their programs and facilities, **make sure they think of you first.**

PUBLISHER

Innovative Publishing, a national publisher of association and corporate magazines for more than 25 years, is the official publisher of *Southern City*.



www.innovativepublishing.com

Please contact

Innovative Publishing
844.423.7272 TOLL-FREE
888.780.2241 FAX
advertise@innovativepublishing.com

EDITORIAL CALENDAR: SOUTHERN CITY

Ad Sales Close/Artwork Due	Mailing
4/5/2019	June 2019
7/5/2019	September 2019
10/4/2019	December 2019
1/3/2020	March 2020

NET ADVERTISING RATES PER ISSUE: SOUTHERN CITY

Size	1x	4x
Premium Position*	\$1,400	\$1,200
Full Page	\$1,200	\$1,100
1/2 Page	\$725	\$675
1/4 Page	\$450	\$395
1/8 Page	\$300	\$250
Digital	1x	4x
Standard View Skyscraper	\$400	\$400
Standard View Landing Page	\$400	\$400

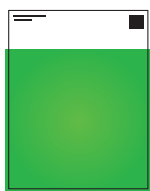
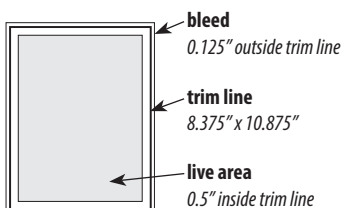
*Premium Position: Inside Front Cover, Inside Back Cover, Back Cover.
10% Discount to League Members. All rates are color.

SPECIFICATIONS: SOUTHERN CITY

Page Size	8.375" x 10.875" (trim)
Back Cover*	8.375" x 8.3"
Full Page*	8.375" x 10.875"
1/2 Page Horizontal	7.875" x 4.937"
1/2 Page Vertical	3.875" x 10"
1/4 Page Block	3.875" x 4.937"
1/8 Page	3.875" x 2.34"
Digital	
Standard View Skyscraper	200p x 783p
Standard View Landing Page	603p x 783p

* Full-page ads are intended to bleed off the page (see example)

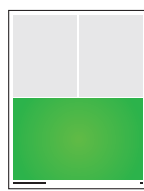
- Please include an **additional 0.125" of bleed** on each side of page
- Keep all important information at least **0.5" from the trim line**



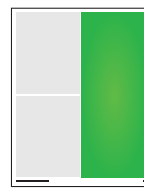
Back Cover (add bleed)



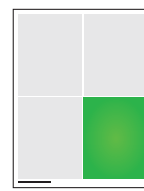
Full Page (add bleed)



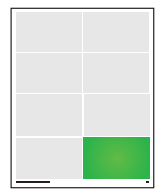
1/2 Horizontal



1/2 Vertical



1/4 Block



1/8 Page

DIGITAL FILE REQUIREMENTS

- All artwork should be submitted as an Adobe InDesign, Illustrator, Photoshop or PDF file.
- Please embed or include all fonts and graphics.
- Full page ads must include a .125 inch bleed around the entire page and important content should be at least .5 inches away from the trim.
- Graphics should visually appear high-resolution and have a minimum 300 DPI (dots per inch).
NOTE: We cannot increase the quality of the image if the original is blurry, grainy or too small — graphics pulled from websites are generally too small to use.
- All colors should be created as CMYK process colors.
- If you're ready to send us your ad, you can email it to us at graphics@innovativepublishing.com. Please upload files over 5 MB to our secure site.

DESIGN SERVICES

If you need help designing your ad, our graphic designers can design it for you at **no charge**.

PAYMENT TERMS

- Make checks payable to Innovative Publishing.
- American Express, MasterCard or Visa accepted.

TO ADVERTISE, PLEASE CONTACT

Innovative Publishing

10629 Henning Way, Suite 8

Louisville, KY 40241

844.423.7272 TOLL-FREE

888.780.2241 FAX

advertise@innovativepublishing.com



www.innovativepublishing.com



LANDING PAGE:

Available positions: 1

Rate: \$400

Specifications: RGB color space, 603 pixels x 783 pixels

E-SKYSCRAPER:

Available positions: 1

Rate: \$400

Specifications: Vertical orientation, RGB color space, 200 pixels x 783 pixels