

NEW HAMPSHIRE
TownandCity
A PUBLICATION OF NEW HAMPSHIRE LOCAL GOVERNMENT CENTER

ADVERTISING RATES & SPECIFICATIONS



NEW HAMPSHIRE
Local Government Center

25 Triangle Park Drive/PO Box 617 • Concord, NH 03302-0617
Tel: 603.224.7447 • Fax: 603.224.5406 • NH Toll Free: 800.852.3358
info@nhlgc.org • www.nhlgc.org

NEW HAMPSHIRE Town and City

2012 ADVERTISING CONTRACT

Date: _____

Company Name: _____

Contact Name: _____ Title: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Toll Free: _____ Fax: _____

Email: _____ Website Address: _____

Please select issues in which you wish to advertise:

- JANUARY FEBRUARY MARCH APRIL MAY
 JUNE JULY/AUGUST SEPTEMBER OCTOBER NOVEMBER/DECEMBER

Please insert our advertisement in *New Hampshire Town and City* beginning with your _____ issue.

We want to place _____ (# of ads) to occupy _____ (ad size) for which we agree to pay _____ per insertion for a total cost of _____.

Please check one of the following:

- Enclosed is electronic ad file
 Use ad file from *New Hampshire Town and City*
(indicate year) _____

- Ad agency will be sending ad file
(Ad must match size indicated on next page.)

Name of ad agency: _____

Phone: _____

Address: _____

Contact Person: _____

► **Your Signature:** _____

Please make checks payable to: Local Government Center

Return to: Audrey Bentley, Local Government Center,
PO Box 617, Concord, NH 03302-0617
Email: abentley@nhlgc.org

Payment for at least the first issue must be received with contract.

Contract must be received by LGC before your ad will be inserted in any issue of the magazine. Payment must be received no later than 30 days prior to the publication month.

AD SIZES & RATES

AD SIZE	1 ISSUE	5 ISSUES	10 ISSUES
Back Cover (4-color)			\$6,000
Inside Front Cover			\$4,000
Full page	\$425	\$375/Issue	\$350/Issue
1/2 page	\$325	\$275/Issue	\$250/Issue
1/3 page	\$250	\$200/Issue	\$175/Issue
1/4 page	\$225	\$175/Issue	\$150/Issue
1/6 page	\$200	\$150/Issue	\$125/Issue

MECHANICAL REQUIREMENTS

AD SIZE	WIDTH X HEIGHT (in inches)
Full page	7 1/4 x 9 3/4
Bleed page	8 3/4 x 11 1/4
Outside back cover	7 1/4 x 7
1/2 page horizontal	7 1/4 x 4 3/4
1/3 page horizontal	4 3/4 x 4
1/3 page vertical	2 1/4 x 9 3/4
1/4 page horizontal	7 1/4 x 2 1/4
1/6 page horizontal	4 3/4 x 2 1/4
1/6 page vertical	2 1/4 x 4 3/4

BILLING METHOD

Invoices are sent to advertisers 30 days prior to the layout of each issue in which they are advertising. Advertisers receive a complimentary copy of each issue they advertise in. Only timely payments guarantee ad placement. **5% discount** applies to prepayment of full year.

ARTWORK SPECIFICATIONS

Artwork must be supplied electronically. Please provide all links and fonts when submitting advertisements to ensure optimal reproduction.

Please provide artwork in one of the following PC-compatible file* formats:

.eps, .tif, .pdf (high resolution)

*Compressed files are not recommended.

GENERAL INFORMATION

New Hampshire Town and City, the official magazine of the New Hampshire Local Government Center, a nonprofit organization serving cities, towns, schools and counties. It has a circulation of more than 3,500 and is the only publication that blankets the entire New Hampshire municipal market. The magazine's subscribers include: mayors, councilors, selectmen, city and town managers, road agents and public works directors, assessors, clerks and finance directors.

ACCEPTANCE OF ADVERTISING: All advertisements are subject to the approval of the publisher. The publisher reserves the right to place the word "advertisement" with advertising copy which, in the opinion of the publishers, resembles editorial matter. Responsibility for claims and actions based on advertising content is borne by the advertiser.

ISSUANCE AND CLOSING DATES: Published 10 times a year, with the July/August and November/December issues combined. Closing date for advertising file and payment is 30 days **prior** to the publication month (e.g., the May issue deadline for ad file and payment is April 1).

COMMISSIONS: New Hampshire Local Government Center does not allow for any agency commission.

ADVERTISING MATERIAL: *New Hampshire Town and City* is printed on 100 lb. paper for the cover and 70 lb. paper for the inside pages by the photo offset process. The binding is saddle stitched. Complete mechanicals or negatives (150-line screen) should be furnished for all ads requiring a special layout.

CONTACT INFORMATION

Mailing address for all *New Hampshire Town and City* inquiries:

Local Government Center
25 Triangle Park Drive
PO Box 617
Concord, NH 03302-0617

**Send all advertising contracts, insertion orders and ad files
to the attention of:**

Audrey Bentley,
Tel: 603.224.7447, ext. 117 • NH Toll Free: 800.852.3358
Email: abentley@nhlgc.org

NEW HAMPSHIRE TOWN AND CITY STAFF

Executive DirectorMaura Carroll
Editor in Chief AnnMarie French
Art DirectorStacy J. Koscielniak
Advertising Audrey Bentley
PrinterEvans Printing Co., Inc.