



- KLC Cornerstone Partners* receive discounts in KLC advertising, including a 15% discount in *Kentucky City* magazine.

* Slate, Marble and Granite levels



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The Kentucky League of Cities serves as the united voice of cities by supporting community innovation, effective leadership and quality governance.



Advertising in *Kentucky City*, a professionally designed newsstand-quality magazine from the **Kentucky League of Cities**, is an investment in future sales.

Kentucky City MAGAZINE

Why advertise?

- *Kentucky City* is the only magazine in Kentucky dedicated to the municipal market
- targeted access to your customers, clients and prospects
- quality publication seen by more than 10,000 municipal, community and legislative leaders
- recognition for your positive support of municipalities
- affordable rates

- **We are your one source.** KLC is Kentucky's most trusted resource for more than 20,000 city officials and employees and more than \$2.5 billion in annual purchasing power in Kentucky's 400-plus cities. And, we are the only organization that is specifically dedicated to serving cities. If you want to reach municipal customers, you need to reach our members.



Be visible. Get involved.
GENERATE NEW BUSINESS.

Kentucky City allows your message to be seen month after month by thousands of municipal decision makers.

Receiving the optimum return on your investment requires exposure to your current and potential customers. If you did a direct mailing yourself, just the postage alone to reach Kentucky League of Cities members six times per year would cost you around \$20,000. A 1/9-page, black-and-white ad six times a year in *Kentucky City* costs just \$325 per issue—a tremendous savings! Your advertisement is an investment in future sales. Invest wisely.

As the only publication dedicated solely to Kentucky's municipal audience, *Kentucky City* covers topics that matter to city officials and employees. The publication includes regular legal and legislative features, articles and statistics on critical challenges facing Kentucky and stories that challenge and educate readers. In addition, *Kentucky City* is dedicated to showcasing great practices and ideas from cities with profiles on people and projects making a difference across the state.



Net Advertising Rates Per Issue

Size	1x	6x
Covers	\$2,020	\$1,680
Full Page	\$1,700	\$1,420
1/2 Page	\$945	\$790
1/3 Page	\$820	\$680
1/4 Page	\$660	\$550
1/6 Page	\$565	\$470
1/9 Page	\$500	\$415

Covers: Inside Front Cover, Inside Back Cover, Back Cover. 15% Discount to Cornerstone Members. All rates are color.

Production Deadlines

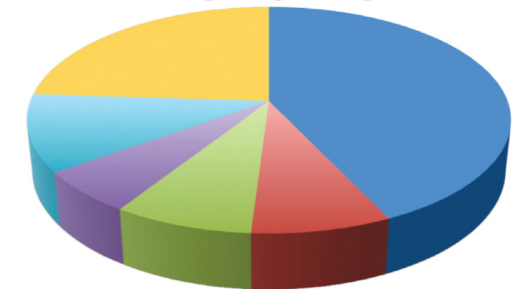
Issue	Ad Sales Close
March 2017	1/3/17
May 2017	2/20/17
July 2017	4/10/17
September 2017	6/12/17
November 2017	8/7/17
January 2018	10/9/17

For an updated editorial calendar, including issue themes, go to www.klc.org/Publications.

Advertising Specifications

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"
1/3 Page Vertical	2.5" x 10"
1/3 Page Block	5.187" x 4.937"
1/4 Page Block	3.875" x 4.937"
1/6 Page	2.5" x 4.937"
1/9 Page	2.5" x 3.25"
Bleeds	Add 0.125"

Kentucky City Recipients



43% Council Members/Commissioners
 8% Clerks
 8% Mayors
 6% Treasurers/Finance
 11% Police Chiefs/Fire Chiefs
 24% Other (Includes Attorneys, Engineers, Parks and Recreation, Public Works, Utilities, etc.)

Midway Mayor Tom Bazarth Named 2011 City

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Kentucky offices in: Lexington, Ft. Mitchell & Louisville