

www.klc.org  
1.800.876.4552



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

\* Slate, Marble and Granite levels

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

### 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 \$3 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.



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

# Kentucky City MAGAZINE



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	Black & White		Color	
	1x	6x	1x	6x
Covers	n/a	n/a	\$2,575	\$1,600
Full Page	\$1,800	\$1,275	\$2,200	\$1,350
1/2 Page	\$950	\$675	\$1,350	\$750
1/3 Page	\$825	\$575	\$1,225	\$650
1/4 Page	\$650	\$450	\$1,050	\$525
1/6 Page	\$550	\$375	\$950	\$450
1/9 Page	\$450	\$325	\$850	\$395

## Editorial Calendar

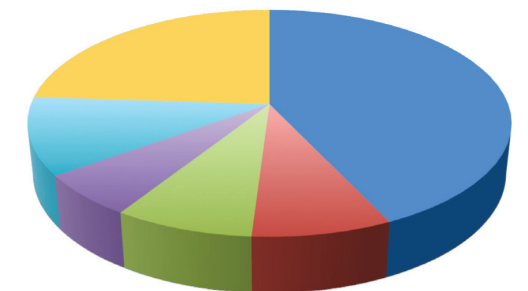
Ad Sales Close	Artwork Due	Mail/Issue Date
10/22/12	10/29/12	January 2013
12/17/12	12/24/12	March 2013
2/18/13	2/25/13	May 2013
4/22/13	4/29/13	July 2013
6/24/13	7/1/13	September 2013
8/19/13	8/26/13	November 2013
10/21/13	10/28/13	January 2014

Covers: Inside Front Cover, Inside Back Cover, Back Cover  
15% Discount to Cornerstone Members

## Advertising Specifications

Page Size	8 3/8" x 10 7/8"
Back Cover	7 7/8" x 8 1/3"
Full Page	7 7/8" x 10"
1/2 Page Horizontal	7 7/8" x 4 15/16"
1/2 Page Vertical	3 7/8" x 10"
1/3 Page Vertical	2 1/2" x 10"
1/3 Page Block	5 3/16" x 4 15/16"
1/4 Page Block	3 7/8" x 4 15/16"
1/6 Page	2 1/2" x 4 15/16"
1/9 Page	2 1/2" x 3 1/4"
Bleeds	Add 1/8"

## Kentucky City Recipients



The collage features several advertisements:
 

- I'm Alive...:** A public service announcement about the Kentucky Organ Donor Registry, featuring a photo of a young child.
- RICE SIGNS:** An advertisement for traffic signs and signage solutions, including a 'UTILITY WORK AHEAD' sign.
- RMSC:** Risk Management Services Company advertisement for risk management and compliance.
- ATA:** Alexander Thompson Arnold & Newchild, Certified Public Accountants.
- Sterne Agee:** A law firm advertisement with the tagline 'thriving since 1901'.
- Other ads:** Various other local business and service advertisements.