

# KENTUCKY CITY

A Publication of the Kentucky League of Cities



## WHO ARE WE?

Our association represents **municipal decision-makers throughout Kentucky** who are responsible for purchasing or recommending products, services and equipment for their cities, including:

- Mayors
- Commissioners
- Council members
- Department heads

## WHY KLC?

- ♦ KLC members represent **90%** of all the cities in Kentucky, in addition to municipal utilities, housing authorities and other organizations.
- ♦ Kentucky cities account for **more than 20,000 local employees** and **nearly \$2.5 billion** in expenditures throughout the commonwealth.

## ABOUT THE PUBLICATION



**Kentucky City** is the official publication of the Kentucky League of Cities. This professionally designed bimonthly magazine is a critical component of KLC's communications program and features relevant editorial for people directly involved in Kentucky's municipal 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 20 years, is the official publisher of *Kentucky City*.



www.innovativepublishing.com

## Please contact

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

## EDITORIAL CALENDAR

Ad Sales Close/Artwork Due	Mailing
1/4/16	March 2016
2/22/16	May 2016
4/25/16	July 2016
6/27/16	September 2016
8/22/16	November 2016
10/24/16	January 2017

## NET ADVERTISING RATES PER ISSUE: KENTUCKY CITY

Size	1x	6x
Covers	\$1,920	\$1,600
Full Page	\$1,620	\$1,350
1/2 Page	\$900	\$750
1/3 Page	\$780	\$650
1/4 Page	\$630	\$525
1/6 Page	\$540	\$450
1/9 Page	\$475	\$395

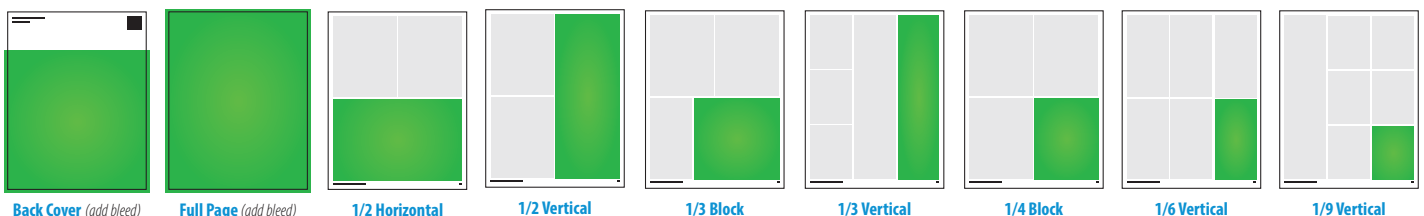
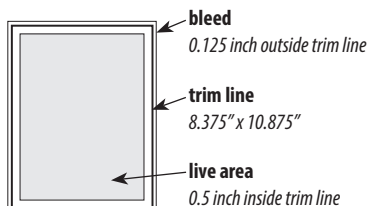
Covers: Inside Front Cover, Inside Back Cover, Back Cover.  
15% Discount to Cornerstone Members. All rates are color.

## SPECIFICATIONS: KENTUCKY 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"
1/3 Page Block	5.187" x 4.937"
1/3 Page Vertical	2.5" x 10"
1/4 Page Block	3.875" x 4.937"
1/6 Page Vertical	2.5" x 4.937"
1/9 Page Block	2.5" x 3.25"

\* 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**



## 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](mailto: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](mailto:advertise@innovativepublishing.com)



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