

MAYORS & CITIES

THE WORLDWIDE MUNICIPALITIES MAGAZINE



Media Kit

PRINT ADVERTISING RATES
AND SPECIFICATIONS

REAL ESTATE, TRAVEL, SHOPPING, PRODUCTS & SERVICES SECTION

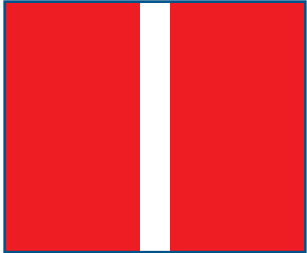
Specifications	Ad Sizes - Inches				Ad Rates		
Space	Bleed	Non Bleed	Trim	Safety	1X	3X	4X
1/9 (Vertical)	N/A	2.5 x 3.3125	N/A	N/A	\$855	\$795	\$755

PREMIUM ADS POSITIONS

Specifications	Ad Sizes - Inches				Ad Rates		
Space	Bleed	Non Bleed	Trim	Safety	1X	3X	4X
2 Page Spread*	17 x 11.125	16.25 x 10.375	16.75 x 10.875	16.25 x 10.375	\$15,090	\$14,345	\$13,585
Opposite Editor's Note	8.625 x 11.125	7.875 x 10.375	8.375 x 10.875	7.875 x 10.375	\$10,140	\$9,650	\$8,940
Cover 2	8.625 x 11.125	7.875 x 10.375	8.375 x 10.875	7.875 x 10.375	\$14,950	\$13,875	\$12,975
Cover 3	8.625 x 11.125	7.875 x 10.375	8.375 x 10.875	7.875 x 10.375	\$14,450	\$13,675	\$12,595
Cover 4	8.625 x 11.125	7.875 x 10.375	8.375 x 10.875	7.875 x 10.375	\$16,425	\$15,575	\$14,755
SPECIAL ADVERTISING SECTION	For rates or for more information about the Special Advertising Section , please contact your sales representative or send an email to : advertising@mayorsandcities.com						

Spread*: Create as two full page bleed ads - Rates are in US dollars payable in Washington DC - All rates are gross, before agency commission.

DISPLAY ADVERTISING SPECS



2 Page Spread

Bleed : 17 x 11.125
Non Bleed : 16.25 x 10.375
Trim : 16.75 x 10.875
Safety : 16.25 x 10.375



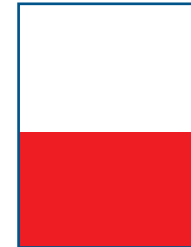
Full Page

Bleed : 8.625 x 11.125
Non Bleed : 7.875 x 10.375
Trim : 8.375 x 10.875
Safety : 7.875 x 10.375



2/3 Page (Vertical)

Bleed : 5.6875 x 11.125
Non Bleed : 5.1875 x 10.375
Trim : 5.4375 x 10.875
Safety : 4.9375 x 10.375



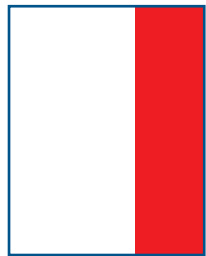
1/2 Page (Horiz)

Bleed : 8.625 x 5.5625
Non Bleed : 7.875 x 5.0625
Trim : 8.375 x 5.3125
Safety : 7.875 x 4.8125



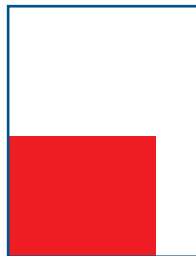
1/2 Page (Vertical)

Bleed : 4.3125 x 11.125
Non Bleed : 3.8125 x 10.375
Trim : 4.0625 x 10.875
Safety : 3.5625 x 10.375



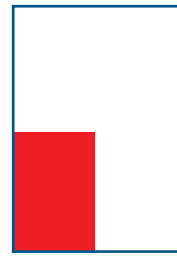
1/3 Page (Vertical)

Bleed : 3 x 11.125
Non Bleed : 2.5 x 10.375
Trim : 2.75 x 10.875
Safety : 2.25 x 10.375



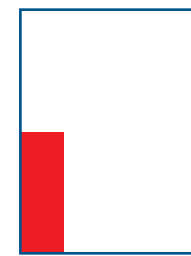
1/3 Page (Square)

Bleed : N/A
Non Bleed : 5.1875 x 5.0625
Trim : N/A
Safety : N/A



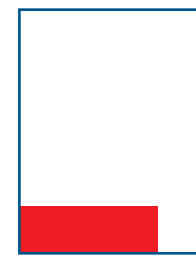
1/4 Page (Vertical)

Bleed : N/A
Non Bleed : 3.8125 x 5.0625
Trim : N/A
Safety : N/A



1/6 Page (Vertical)

Bleed : N/A
Non Bleed : 2.5 x 5.0625
Trim : N/A
Safety : N/A



1/6 Page (Horiz)

Bleed : N/A
Non Bleed : 5.1875 x 2.5
Trim : N/A
Safety : N/A

PRINTING	AD SUBMISSION	PREMIUM POSITIONS	NOTES
<p>Binding: Perfect bind Trim size: 8.375 x 10.875 Circulation: 35.000 Copies Readership: 140.000 Frequency: Quarterly</p>	<p>Ads should be created in InDesign, Illustrator, Photoshop, or QuarkXPress and converted to a high-resolution PDF (300 dpi) for submission. Please use CMYK colors. All graphics and fonts must be embedded in the PDF.</p>	<ul style="list-style-type: none"> • There is a 20% premium for cover positions. • There is a 15% premium on all 1/3 page vertical ads. • There is 10% premium on all 1/2 page horizontal ads. • There is a 5% premium on all bleed ads. 	<p>- If the above requirements are not met, Mayors & Cities Magazine cannot guarantee the reproduction of the advertisement.</p> <p>- All claims of error should be submitted in writing (email accepted) within 10 business days after the issue sale date.</p>

ADVERTISING CONTACTS :

MAYORS & CITIES ,Inc PO.Box 34392 Washington, DC 20043 USA Phone : **+1 202 706 7936** Fax : **+1 202 706 7937**
Email : advertising@mayorsandcities.com

POLICY - SPECIFICATIONS – CANCELLATIONS - CHANGES – REJECTIONS

All creative materials must be received at least five business days prior to the launch of the campaign. If creative is delayed, Mayors & Cities cannot guarantee the start date and reserve the right to extend the campaign end-date by the same number of days creative was delayed. Advertorial content must be high quality and error free. All rich media ads must be served via one of the accepted third parties. All creative is subject to approval and the Publisher reserves the right to reject advertorial for any reason, including any creative that does not follow our published specifications, quality, or content that is in conflict with Mayors & Cities’ editorial position and mission. Changes to an existing campaign must be received at least three business days prior to the change. Mayors & Cities Magazine reserves the right to remove an advertisement from its web sites at any time for any reason. Online advertising orders are non-cancelable. Mayors & Cities Magazine reserves the right to refuse any rich media advertising without explanation, and to modify and/or append the above specifications or guidelines without advance notice. Please read full advertising terms and conditions at: www.mayorsandcities.com

Thank you for your business.
www.mayorsandcities.com

N.B. PLEASE READ MAYORS & CITIES ADVERTISING TERMS AND CONDITIONS AT WWW.MAYORSANDCITIES.COM