

RATES ARE GROSS AND INCLUDE 4/C

	1X	4x	6x	9x	12x	18x
FULL PAGE	\$17,356	\$16,645	\$15,924	\$15,481	\$14,914	\$14,410
2/3 PAGE	\$14,482	\$13,905	\$13,339	\$12,978	\$12,535	\$12,133
1/2 PAGE	\$12,618	\$12,133	\$11,660	\$11,361	\$10,980	\$10,640
1/3 PAGE	\$8,982	\$8,683	\$8,384	\$8,199	\$7,962	\$7,756

Preferred positions are subject to premiums. B/W rates are available. Ask your account executive for details.

ADVERTISING SPECIFICATIONS (in inches)

	WIDTH	DEPTH
STANDARD		
FULL PAGE	7.5"	10"
2/3 PAGE VERTICAL	4.75"	10"
1/2 PAGE SPREAD	16"	5"
1/2 PAGE ISLAND	4.75"	7.5"
1/2 PAGE HORIZONTAL	7.5"	4.75"
1/3 PAGE VERTICAL	2.375"	10"
1/3 PAGE SQUARE	4.75"	5"
BLEEDS ADS		
TWO PAGE SPREAD BLEED	17.125"	11.25"
Will be trimmed to	16.75"	10.875"
Live area	16"	10"
FULL PAGE BLEED	8.75"	11.25"
Will be trimmed to	8.375"	10.875"
Live area	7.5"	10"
1/2 PAGE SPREAD BLEED	17.125"	5.5"
Will be trimmed to	16.75"	5.125"
Live area	16"	4.75"
2/3 PAGE BLEED	5.75"	11.25"
Will be trimmed to	5.5"	11"
Live area	4.75"	10"
1/2 PAGE HORIZONTAL BLEED	8.75"	5.5"
Will be trimmed to	8.375"	5.125"
Live area	7.5"	4.75"

MECHANICAL REQUIREMENTS

PRINTING: By Web offset on publication-grade enamel

TRIM SIZE: 8.375" x 10.875"

BINDING: Saddle-stitched

PREFERRED MATERIAL: High resolution PDF. All fonts embedded. All images in design CMYK, and 300 dpi or better.

COLOR PROOFS: All digital files must be sent with a SWOP-approved color proof. *Important: If no proof is included, GOVERNING is not responsible for any unintended variations in the ad.*

SEND AD MATERIALS AND COLOR PROOFS TO:

GOVERNING

Attn: Production Manager

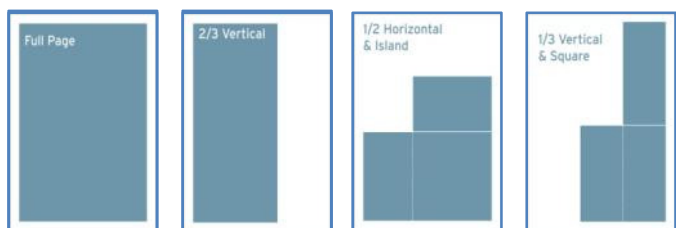
1100 Connecticut Ave., N.W., Suite 1300

Washington, D.C. 20036

Files may also be delivered electronically

- 1) Email: Jennifer Royall Anderson at jranderson@governing.com
- 2) FTP: <ftp:governing.com> (username: govart, password: rfkbdy!)

NOTE: FTP site should be accessed using software such as Cyberduck, Fetch (OS) or SmartFTP (Windows). This software can be downloaded for free at http://www.apple.com/downloads/macosx/internet_utilities/cyberduck.html or <http://smartftp.com>.



If you have any production questions or concerns, contact Jennifer Royall Anderson at 202-862-1465.

For more information about advertising and/or sponsorships in any of **GOVERNING's** market-leading print, online and event media products, contact your account executive or Fred Kuhn, Associate Publisher, (202) 862-1455 or fkuhn@governing.com.

WEST

Mary Thoms
 (303) 477-1232
 FAX (202) 955-8328
mthoms@governing.com

EAST/ADVOCACY

Erin Waters
 (202) 862-1453
 FAX (202) 955-8328
ewaters@governing.com

SOUTH/MIDWEST

Jennifer Gladstone
 (281) 888-4125
 FAX (202) 955-8328
jgladstone@governing.com