

# 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 quarterly 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 25 years, is the official publisher of *Kentucky City*.



## PLEASE CONTACT

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

## EDITORIAL CALENDAR

Ad Sales Close / Artwork Due	Mailing
1/18/2021	March 2021
4/5/2021	May 2021
6/7/2021	July 2021
10/25/2021	December 2021

## NET ADVERTISING RATES PER ISSUE: KENTUCKY CITY

Size	1x	4x
Premium Position*	\$2,020	\$1,680
Full Page	\$1,700	\$1,420
1/2 Page	\$945	\$790
1/4 Page	\$660	\$550
1/6 Page	\$565	\$470
1/9 Page	\$500	\$415
Digital		
Digitally Responsive Publication	\$500	\$500
Standard View Skyscraper	\$400	\$400
Standard View Landing Page	\$400	\$400

\*Premium Position includes inside front cover, inside back cover, page 3 and outside back cover. 15% discount to Cornerstone Partners. All rates are color.

## SPECIFICATIONS: KENTUCKY CITY

Page Size	8.375" x 10.875" (trim)
Back Cover*	8.375" x 8.875"
Full Page*	8.375" x 10.875"
1/2 Page Horizontal	7.875" x 4.937"
1/2 Page Vertical	3.875" x 10"
1/4 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"
Digital	
Digitally Responsive Publication	502p x 498p
Standard View Skyscraper	160p x 600p
Standard View Landing Page	603p x 783p

\* 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

Our graphic designers can help you design your ad! Simply provide our team with all of the content for your ad, and we will design it for you. **All artwork creation or changes require a \$75 surcharge.**

## 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

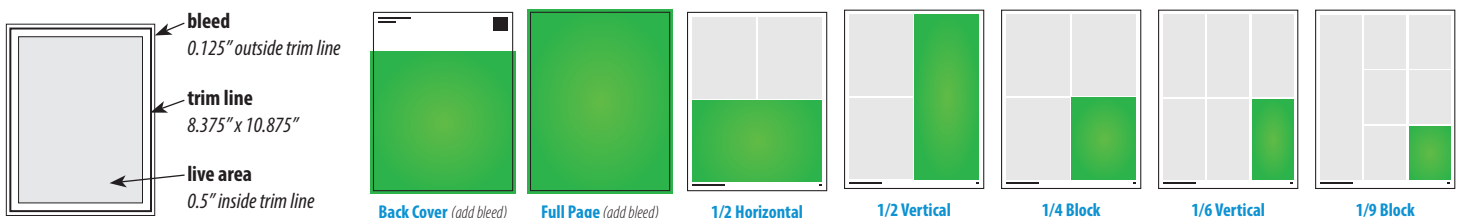
844.423.7272 TOLL-FREE

888.780.2241 FAX

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



[www.innovativepublishing.com](http://www.innovativepublishing.com)





Landing Page

E-Skyscraper

Readers can access content using their desktop, tablet or mobile device

**LANDING PAGE:**

Available positions: 1

Rate: \$400

Specifications: RGB color space, 603 pixels x 783 pixels

**E-SKYSCRAPER:**

Available positions: 2

Rate: \$400

Specifications: Vertical orientation, RGB color space, 160 pixels x 600 pixels

# DIGITALLY RESPONSIVE PUBLICATION ADVERTISEMENT SPECIFICATIONS



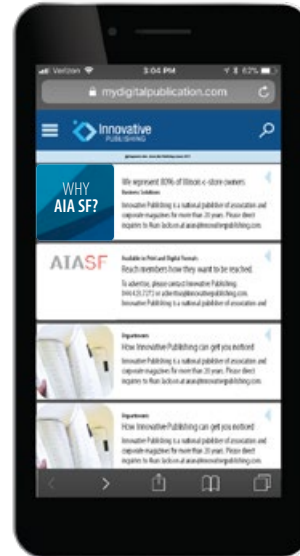
## TILE SPECIFICATIONS:

Simply provide us a high-resolution logo file and three lines of up to 50 characters each.

### DESKTOP VERSION



### MOBILE VERSION

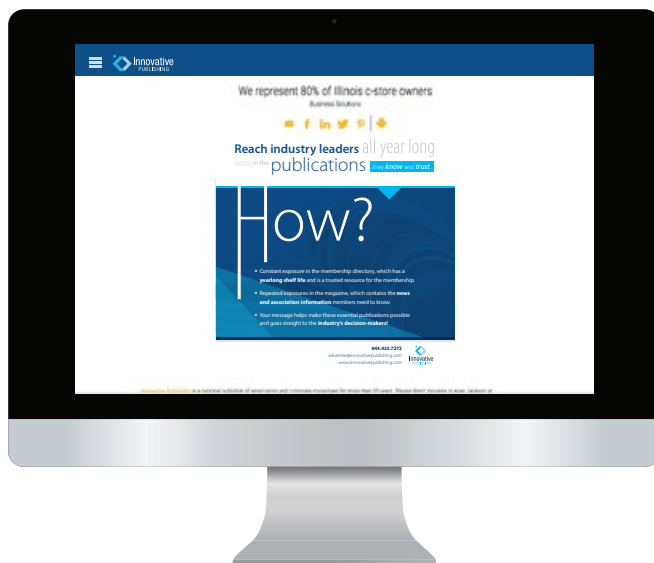


## DIGITAL AD SPECIFICATIONS:

502p x 498p advertisement size

Please also include a 50-100 word company description and website link if applicable. This will display below ad artwork.

### DESKTOP VERSION



### MOBILE VERSION

