



Media Kit

REACH MORE THAN 11,000
TEXAS CITY OFFICIALS

TEXAS TOWN & CITY, THE **PREMIER** PUBLICATION
FOR TEXAS CITIES AND CITY OFFICIALS

PROFILE

The Texas Municipal League (TML) is the only organization in the State of Texas representing city officials.

16,000

the number of city officials represented by TML

1,140 +

the number of Texas Cities represented by TML

Organized in 1913, TML has evolved into a diverse and dynamic association serving the needs and advocating the interests of Texas cities. *Texas Town & City* is the official publication of the League and reaches all levels of city government and the purchasing power behind those decision makers.

The editorial staff seeks articles from our members and industry experts on issues and programs affecting Texas cities. Much of the content comes from actual experiences in cities, with an emphasis on sharing practical solutions, case studies, and trends.



Note: Starting in January 2015, Texas Town & City will no longer have a self-addressed cover. The address label will be moved to the back cover.

PERSONNEL

Publisher: Bennett Sandlin

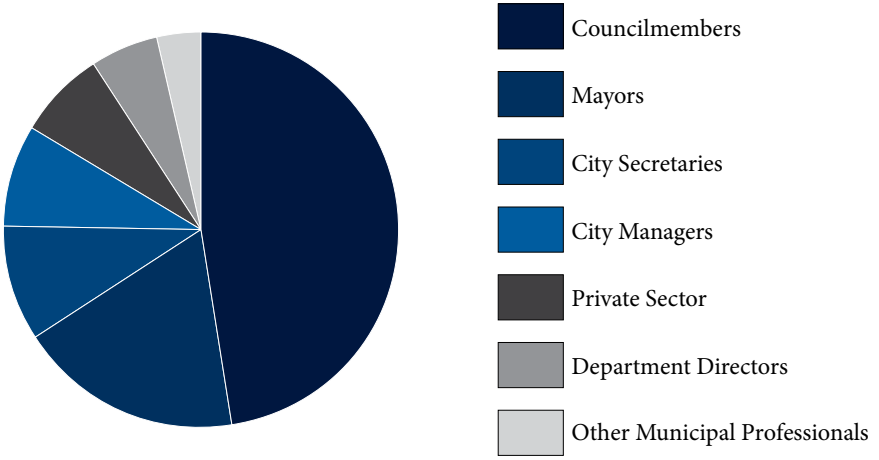
Editor: Christina Corrigan

Associate Editor: Jennifer Stamps

Advertising Sales: Gray Bulman (gray@tml.org; 512-231-7400)

REACH

Texas Town & City is read by more than 11,000 appointed and elected city officials and municipal professionals. These readers include:



68.8%

Texas cities represented with less than 5,000 population

21.5%

Texas cities represented with 5,000 - 24,999 population

4.2%

Texas cities represented with 25,000 - 49,999 population

5.5%

Texas cities represented with more than 50,000 population

DISTRIBUTION

Texas Town & City is published every month except October by TML as a service to its members. Each issue is mailed individually to members and subscribers.

REPUTATION

Published since March 1914, *Texas Town & City* magazine (originally named *Texas Municipalities*) consistently receives excellent marks on readership surveys. Each month, we strive to cover timely topics and trends relevant to cities of every size. Our readers have come to expect thought-provoking editorial content that will help them effectively lead and manage their cities.

RATES

Full Color	1x	3x	6x	11x
Full Page	\$1,375	\$1,340	\$1,300	\$1,260
2/3 Page	\$1,270	\$1,240	\$1,210	\$1,180
1/2 Page	\$1,205	\$1,175	\$1,150	\$1,130
1/3 Page	\$1,060	\$1,045	\$1,030	\$1,015
1/4 Page	\$1,015	\$1,000	\$985	\$970
1/6 Page	\$965	\$955	\$940	\$925
Center Spread*	\$2,890	\$2,810	\$2,730	\$2,630
Cover 2 or 3*	\$1,500	\$1,475	\$1,445	\$1,440
Back Cover*	\$1,510	\$1,495	\$1,475	\$1,450

* Special positions. Only full-color accepted.

RATE DETAILS

There are no additional charges for bleed on full page advertisements. Subtract \$485 per insertion for a 2-color ad. Subtract \$700 per insertion for a black and white ad.

DISCOUNTS

Agency discount: 15% on gross billing

TML Associate Member discount: 5% on gross billing

PAYMENT

All first-time advertisers must make a payment for the first insertion at the time advertising materials are submitted. All accounts are due and payable within 30 days from the invoice date.

DEADLINES

Contract deadline: the 1st of the month prior to the publication

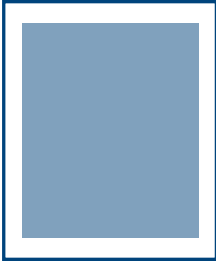
Artwork deadline: the 7th of the month prior to the publication

Example: May Issue - contract due on April 1; artwork due April 7

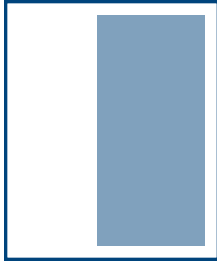
RATE POLICY

Advertisers will be protected by their contracted rates for the duration of their contracts. Cancellations will not be accepted after published closing dates. Publisher reserves the right to reject any advertising and refuse acceptance from advertisers of questionable credit or trade standing.

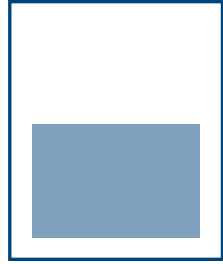
AD SIZES



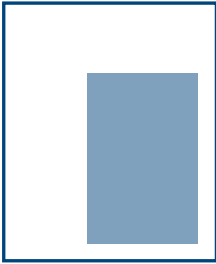
Full Page
7.5" x 9.875" (no bleed)
9.5" x 11.375" (with bleed)



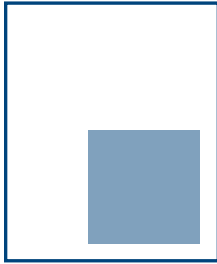
2/3 Page
4.625" x 9.75"



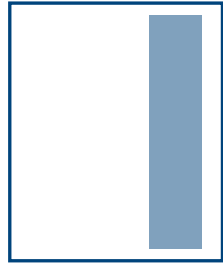
1/2 Page (horizontal)
7" x 4.75"



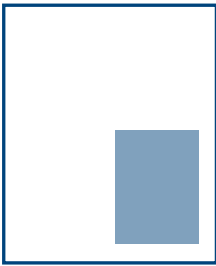
1/2 Page (junior digest)
4.625" x 7.125"



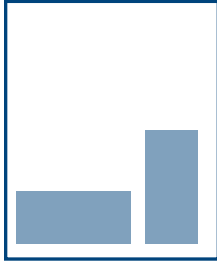
1/3 Page (horizontal)
4.625" x 4.75"



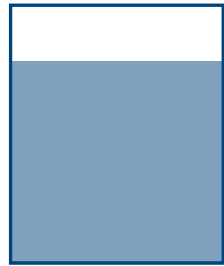
1/3 Page (vertical)
2.1875" x 9.75"



1/4 Page
3.5" x 4.75"



1/6 Page
4.75" x 2.1875" (horizontal)
2.1875" x 4.75" (vertical)



Back Cover
9" x 8.5"

MEASUREMENTS

All measurements made in WIDTH x HEIGHT

Magazine: 9" x 10.875"

Full page with bleeds: 9.5" x 11.375"

Back cover: 9" x 8.5"

AD SPECS

Files can be accepted in the following applications:

- Photoshop (saved as a JPG with all layers flattened)
- InDesign (convert type to outlines and save as EPS)
- Illustrator (convert type to outlines and save as EPS)
- Print Optimized PDF with all images and font embedded
- High resolution, minimum 300pdi vector

FILE REQUIREMENTS

We must receive all native files with links, fonts, and matching low resolution PDF.

Any additional artwork, pasteup, or typesetting services required for ad publication will be billed, in addition to the regular applicable rate, at the publisher's cost plus 10%. Publisher accepts no responsibility for copy changes. Publisher reserves the right to repeat last previous advertisement if new copy is not received by the final closing date.

FILE TRANSFER

Please upload all of your artwork to our FTP site:
www.tml.org/tml-ttc-ad-upload.

PROFESSIONAL CARDS

Professional card ads are included in the last pages of each issue and are accepted on an annual schedule. Single, double, and triple size cards are allowed. Cards accepted on a space-available basis.

Triple
\$1350/annual
2.1875" x 3.75"

Double
\$965/annual
2.1875" x 2.4375"

Single
\$550/annual
2.1875" x 1.875"



TEXAS MUNICIPAL LEAGUE
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