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# Rate and Data Sheet

## *The Alabama Municipal Journal*

*The Alabama Municipal Journal* is the official publication of the Alabama League of Municipalities, the statewide association of city and town governments. The *Journal* is published six times per year. Current League membership stands at more than 450 cities and towns, or 99% of the urban population of Alabama. **Circulation to date: approximately 4,500.** A *Journal* archive dating back to 2002 can be found online at [alalm.org](http://alalm.org). We do not prepare an editorial calendar.

**Subscribers include:** Mayors, councilmembers, city commissioners, city clerks, municipal attorneys, municipal judges, administrative support personnel, members of the state legislature, members of the Alabama Congressional delegation, heads of state agencies and departments and regular subscribers.

***Special Sponsorship Packages that include advertising are also available!***

***Visit [www.alalm.org](http://www.alalm.org) for details or contact Cindy Price at 334-262-2566 or via email at [cindyp@alalm.org](mailto:cindyp@alalm.org).***

### ADVERTISING RATES PER INSERTION:

<b>Black and White (standard)</b>	<b><u>1 insertions</u></b>	<b><u>3 insertions</u></b>	<b><u>6 insertions</u></b>
<b>Full page</b> Size: 11 inches high x 8.5 inches across (Trim Size). <i>For full page ads that bleed, allow for a 1/8" bleed on each side.</i>	\$500 per insertion	\$475 per insertion	\$450 per insertion
<b>Half page</b> (horizontal orientation only) Size: 5 inches high x 7.25 inches across	\$300 per insertion	\$285 per insertion	\$275 per insertion
<b>Quarter page</b> Size: 5 inches high x 3.5 inches across	\$200 per insertion	\$170 per insertion	\$160 per insertion

**Four-color process:** \$500 per spread per insertion for one to five insertions or \$350 per spread per insertion for a six-insertion contract. Digital files required.

### ADVERTISING AGENCY COMMISSIONS NOT ACCEPTED.

**Trim Size: 8.5x11**

**Digital File Specifications: Print Optimized PDF with all images and all fonts embedded.** Make sure settings are correct for high resolution output. We do not edit PDF files.

**Deadlines:** *The Journal is published bimonthly: Jan/Feb, March/April, May/June, July/Aug, Sept/Oct, Nov/Dec. Advertising copy is due by the 1st day of the month preceding publication.* For example, ads for Jan/Feb are due December 1st. Copy not received by that date will be held until the next publication. **The Alabama League of Municipalities reserves the right to reject any advertising copy prepared and/or submitted for publication in the *Alabama Municipal Journal*.**

Please email your files to Karl Franklin, Graphic Designer at [karlf@alalm.org](mailto:karlf@alalm.org)