

U.S. MAYOR RATE SHEET

and Specifications



Policy

U.S.MAYOR is the official bi-monthly publication of the Conference of Mayors. It provides a vehicle for reporting on the issues that affect our cities, and a forum for mayors to speak out on current issues and get information as help in their role as the chief elected official of a city. **U.S.MAYOR** covers national trends, federal legislation and regulations, and any city priorities of interest to mayors in their role as urban leaders.

U.S.MAYOR is aimed exclusively at the most powerful and influential government officials in the United States. The publication's circulation strategy ensures advertisers an effective and efficient means of reaching decision makers at all levels of local government, including mayors, deputy mayors and city council from more than 1,800 cities. **U.S.MAYOR** is also widely read by members of Congress and their staff, as well as the Administration.

U.S.MAYOR and The United States Conference of Mayors do not endorse or accept responsibility for opinions expressed by contributors. The appearance of paid advertising in **U.S.MAYOR** does not imply support or endorsement by The United States Conference of Mayors for any of the products, services or messages advertised. **U.S.MAYOR** reserves the right to place the word "advertisement" with copy that is thought to represent editorial advertising matter, or to reject any advertising deemed unsuitable by the Editorial Board of **U.S.MAYOR**.

Specifications

- **U.S.MAYOR** is a custom-size tabloid measuring 11-1/2"W x 14-1/2"H and is printed on 100% recycled paper.
- Advertisers must submit their artwork by 5pm Friday, two weeks prior to the date of publication.
- We accept the following electronic file formats: .tif, .jpg, .pdf
- All fonts must be converted to outlines or embedded into a .pdf.
- Files can be e-mailed to usmayor@usmayors.org

U.S.MAYOR is printed with an offset web press.

- Screen: 100 line. **No bleeds.**
- 220 dpi.
- 2-color and 4-color process available.
- We will be happy to typeset your ad or use special borders upon request. Additional art charges will be incurred. Please call for pricing.

U.S.MAYOR reaches 9,000 government and political decision makers at the local, state and federal levels.

U.S.MAYOR ensures the highest scope of responsibility among subscribers through rigidly controlled circulation standards.

- Total circulation: 9,000 subscribers (as of 12/31/01)
- Qualified: 100%

U.S.MAYOR

1620 Eye Street NW • Washington DC 20006
Phone: 202-861-6720 • Fax: 202-293-2352
e-mail: usmayor@usmayors.org

U.S. MAYOR Rates

• BLACK & WHITE

Size	1X	3X	6X
Full Page	\$4,237	\$3,108	\$2,122
1/2 Page	2,650	2,122	1,346
1/4 Page	1,671	1,346	838
1/8 Page	1,042	838	533
Spread	7,623	5,597	3,812

• 2-COLOR

Size	1X	3X	6X
Full Page	\$4,745	\$3,616	\$2,630
1/2 Page	3,158	2,630	1,855
1/4 Page	2,179	1,855	1,346
1/8 Page	1,550	1,346	1,042
Spread	8,131	6,105	4,320

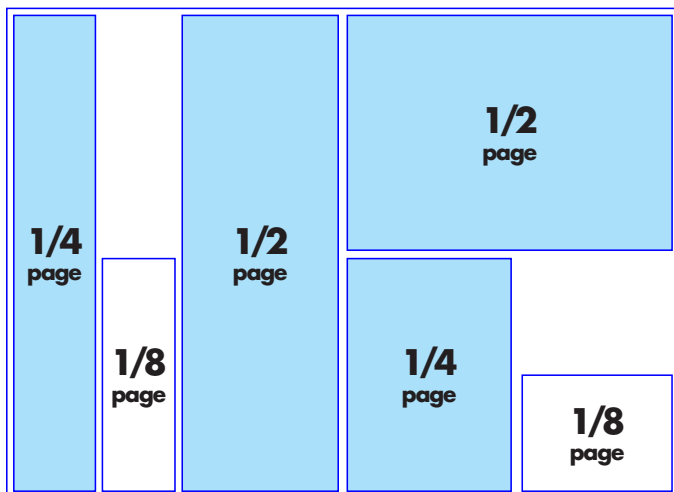
• 4-COLOR

Size	1X	3X	6X
Full Page	\$5,509	\$4,124	\$2,630
1/2 Page	3,666	3,138	2,338
1/4 Page	2,687	2,363	1,855
Spread	8,639	6,613	4,828

Sizes

vertical format

horizontal format



2012 Issue Schedule*

January 16**	July 16
January 30	July 30
February 13	August 13
February 27	August 27
March 12	September 10
March 26	September 24
April 9	October 8
April 23	October 22
May 7	November 5
May 21	November 19
June 4	December 3
July 2***	December 17

* Issue Dates SUBJECT TO CHANGE due to events scheduling

** Pre and Post USCM Legislative Conference (Jan 2012)

*** Pre and Post USCM Annual Conference (June 2012)

Ad Dimensions

HORIZONTAL FORMAT:

1/8 Page	4-7/8" w x 2-3/4" h
1/4 Page	4-7/8" w x 5-1/2" h
1/2 Page	10" w x 5-1/2" h

VERTICAL FORMAT:

1/8 Page	2-1/2" w x 5-1/2" h
1/4 Page	2-1/2" w x 12" h
1/2 Page	4-7/8" w x 12" h
Full Page	10" w x 12" h



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 send e-mail to DOUG BAJ at advertise@usmayors.org