

NEW HAMPSHIRE  
**TownandCity**  
A PUBLICATION OF NEW HAMPSHIRE MUNICIPAL ASSOCIATION

# ADVERTISING RATES & SPECIFICATIONS



25 Triangle Park Drive • Concord, NH 03302-0617  
Tel: 603.224.7447 • Fax: 603.224.5406 • NH Toll Free: 800.852.3358  
[www.nhmunicipal.org](http://www.nhmunicipal.org)

# NEW HAMPSHIRE Town and City

## 2018 ADVERTISING CONTRACT

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Toll Free: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website Address: \_\_\_\_\_

Please select issues in which you wish to advertise:

\_\_\_ JANUARY/FEBRUARY      \_\_\_ MARCH/APRIL      \_\_\_ MAY/JUNE  
\_\_\_ JULY/AUGUST      \_\_\_ SEPTEMBER/OCTOBER      \_\_\_ NOVEMBER/DECEMBER

Please insert our advertisement in **New Hampshire Town and City** beginning with your \_\_\_\_\_ issue.

We want to place \_\_\_\_\_ (# of ads) to occupy \_\_\_\_\_ (ad size) for which we agree to pay \_\_\_\_\_ per insertion for a total cost of \_\_\_\_\_.

Please check one of the following:

\_\_\_ Enclosed is electronic ad file

\_\_\_ Use ad file from **New Hampshire Town and City**  
(indicate year) \_\_\_\_\_

___ Ad agency will be sending ad file (Ad must match size indicated on next page.) Name of ad agency: _____ Phone: _____ Address: _____ Contact Person: _____
--

**Your Signature:** \_\_\_\_\_

Please make checks payable to: NH Municipal Association

Return to: Timothy Fortier, NH Municipal Association  
25 Triangle Park Drive, Concord, NH 03301  
Email: tfortier@nhmunicipal.org

Payment for at least the first issue must be received with contract.

Contract must be received by NHMA before your ad will be inserted in any issue of the magazine. Payment must be received no later than 30 days prior to the publication month.

## AD SIZES & RATES

AD SIZE	PER ISSUE	6 ISSUES	6 ISSUES PREPAY*
Back Cover (4-color)- One opportunity			\$4,000.00
Inside Front Cover- One opportunity			\$2,400.00
Full page	\$475.00	\$2,850.00	\$2,707.00
1/3 vertical	\$375.00	\$2,250.00	\$2,137.00
1/2 page	\$375.00	\$2,250.00	\$2,137.00
1/4 page	\$275.00	\$1,650.00	\$1,567.00
1/6 page	\$250.00	\$1,500.00	\$1,425.00

### MECHANICAL REQUIREMENTS

<u>AD SIZE</u>	<u>WIDTH x HEIGHT (in inches)</u>
Full page .....	7 1/4 x 9 3/4
Bleed page .....	8 3/4 x 11 1/4
Outside back cover .....	7 1/4 x 7
1/2 page horizontal .....	7 1/4 x 4 3/4
1/3 page vertical.....	2 1/4 x 9 3/4
1/4 page horizontal .....	7 1/4 x 2 1/4
1/6 page horizontal .....	4 3/4 x 2 1/4
1/6 page vertical.....	2 1/4 x 4 3/4

### BILLING METHOD

Invoices are sent to advertisers 30 days prior to the layout of each issue in which they are advertising. Advertisers receive a complimentary copy of each issue they advertise in. Only timely payments guarantee ad placement.

**\*5% discount applied to prepayment of purchase of full year as indicated above.**

### ARTWORK SPECIFICATIONS

Artwork must be supplied electronically. Please provide all links and fonts when submitting advertisements to ensure optimal reproduction.

Please provide artwork in one of the following PC-compatible file\* formats:

**.eps, .tif, .pdf** (high resolution)

\*Compressed files are not recommended.

## GENERAL INFORMATION

*New Hampshire Town and City*, the official magazine of the New Hampshire Municipal Association, a nonprofit organization serving cities, towns, village districts and counties. It has a circulation of 2,300 and is the only publication that blankets the entire New Hampshire municipal market. The magazine's subscribers include: mayors, councilors, selectmen, city and town managers, road agents and public works directors, assessors, clerks, and finance directors.

**ACCEPTANCE OF ADVERTISING:** All advertisements are subject to the approval of the publisher. The publisher reserves the right to place the word "advertisement" with advertising copy which, in the opinion of the publishers, resembles editorial matter. Responsibility for claims and actions based on advertising content is borne by the advertiser.

**ISSUANCE AND CLOSING DATES:** Published 2 times a year on a bi-monthly production schedule (Jan/Feb, Mar/Apr, etc.). Closing date for advertising file and payment is 30 days **prior** to the publication month (e.g., the May/June issue deadline for ad file and payment is April 1).

**COMMISSIONS:** New Hampshire Municipal Association does not allow for any agency commission.

**ADVERTISING MATERIAL:** *New Hampshire Town and City* is printed on 100 lb. paper for the cover and 70 lb. paper for the inside pages by the photo off set process. The binding is saddle stitched. Complete mechanicals or negatives (150-line screen) should be furnished for all ads requiring a special layout.

# CONTACT INFORMATION

**Mailing address for all *New Hampshire Town and City* inquiries:**

New Hampshire Municipal Association  
25 Triangle Park Drive  
Concord, NH 03301

---

**Send all advertising contracts, insertion orders  
and ad files to the attention of:**

**Timothy Fortier**

Tel: 603.224.7447 • NH Toll Free: 800.852.3358

Email: [tfortier@nhmunicipal.org](mailto:tfortier@nhmunicipal.org)

