

# NEW HAMPSHIRE Town and City

## Advertising Specifications and Conditions

### MECHANICAL REQUIREMENTS

<u>AD SIZE</u>	<u>WIDTH x HEIGHT (in inches)</u>
Full page .....	7 ¼ x 9 ¾
Bleed page .....	8 ¾ x 11 ¼
Outside back cover .....	7 ¼ x 7
½ page horizontal .....	7 ¼ x 4 ¾
⅓ page vertical.....	2 ¼ x 9 ¾
¼ page horizontal .....	7 ¼ x 2 ¼
⅙ page horizontal .....	4 ¾ x 2 ¼
⅙ page vertical.....	2 ¼ x 4 ¾

### BILLING

When you submit a request to advertise, you will receive a confirmation via email. This serves as your invoice. All invoices must be paid by the closing date (below). Questions on billing should be directed to [jpellowe@nhmunicipal.org](mailto:jpellowe@nhmunicipal.org)

### 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 2,200 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 6 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.

## Ad Sizes for Town & City Magazine

1/6 page Vertical  
2 1/4 x 4 3/4

.167

1/6 page Horizontal  
4 3/4 x 2 1/4

.167

1/2 page  
7 1/4 x 4 3/4

.50

full page without bleeds  
7 1/4 x 9 3/4

full page with bleeds  
8 3/4 x 11 1/4

1/3 page Vertical  
2 1/4 x 9 3/4

.333

1/4 page Horizontal  
7 1/4 x 2 1/4

.25

# 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 • Direct: 603.226.1305

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

