

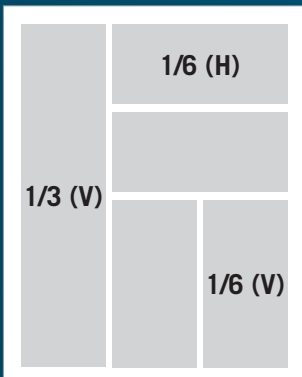
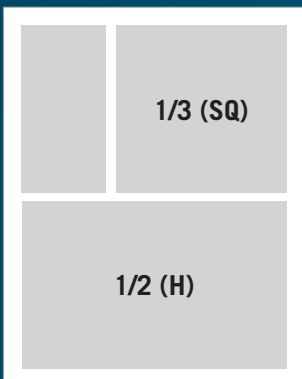
DES MOINES

MARKET TO YOUR NEIGHBORHOOD

CITY CURRENTS

Owned and edited by the City of Des Moines, *City Currents* is specifically designed to help the city communicate with its residents. It features articles, events and activities, as well as *Rec 'n Roll*, the Des Moines Parks, Recreation and Senior Services' guide to classes and activities. In addition to being mailed, it is also distributed at the farmer's market and city-sanctioned events—making it an effective advertising tool for local businesses.

- 30,000 residents
- Four times a year
- Four colors
- Glossy



AD RATES (Rates per issue)

	1x	2x	4x
Premium Spread*	\$2,750	\$2,480	\$2,340
Spread*	2,475	2,230	2,105
Outside Back Cover*	2,295	2,065	1,950
Inside Back Cover*	2,065	1,855	1,755
Inside Front Cover*	2,065	1,855	1,755
Full Page*	1,375	1,240	1,170
1/2 Page	915	825	780
1/3 Page	610	550	520
1/6 Page	365	330	315

Non-Resident Rates (Rates per issue)

	1x	2x	4x
Premium Spread*	\$3,850	\$3,470	\$3,270
Spread*	3,465	3,125	2,945
Outside Back Cover*	3,210	2,890	2,730
Inside Back Cover*	2,890	2,600	2,455
Inside Front Cover*	2,890	2,600	2,455
Full Page*	1,925	1,735	1,635
1/2 Page	1,285	1,155	1,090
1/3 Page	855	770	725
1/6 Page	510	460	440

Ad Design & Production

(Includes three revisions. Additional charges will apply thereafter)

\$100

AD SIZES (width x height)

Spread*	16.75" x 10.875" (trim) (gutter – 0.75")	
Full page*	8.375" x 10.875" (trim)	
1/2 page	7.25" x 4.81"	
1/3 page	SQ: 4.75" x 4.81"	V: 2.25" x 9.625"
1/6 page	V: 2.25" x 4.81"	H: 4.75" x 2.25"

* **BLEED ADS:** For full-page and spread ads, please add 0.125" bleed around trim size; keep text 0.25" away from the trim edge.

AD SPECIFICATIONS

High-resolution PDFs. 300dpi resolution, colors converted to CMYK, all fonts embedded.

2019/20 Publishing Schedule

WINTER 2019

Ad Reservation	Oct 29
Ad Materials	Nov 6
Mails	Nov 27

SPRING 2019

Ad Reservation	Feb 11
Ad Materials	Feb 19
Mails	Mar 8

SUMMER 2019

Ad Reservation	Apr 16
Ad Materials	Apr 23
Mails	May 10

FALL 2019

Ad Reservation	Jul 23
Ad Materials	Jul 30
Mails	Aug 16

WINTER 2020

Ad Reservation	Oct 24
Ad Materials	Oct 31
Mails	Nov 20

CONTACT

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Philips Publishing Group

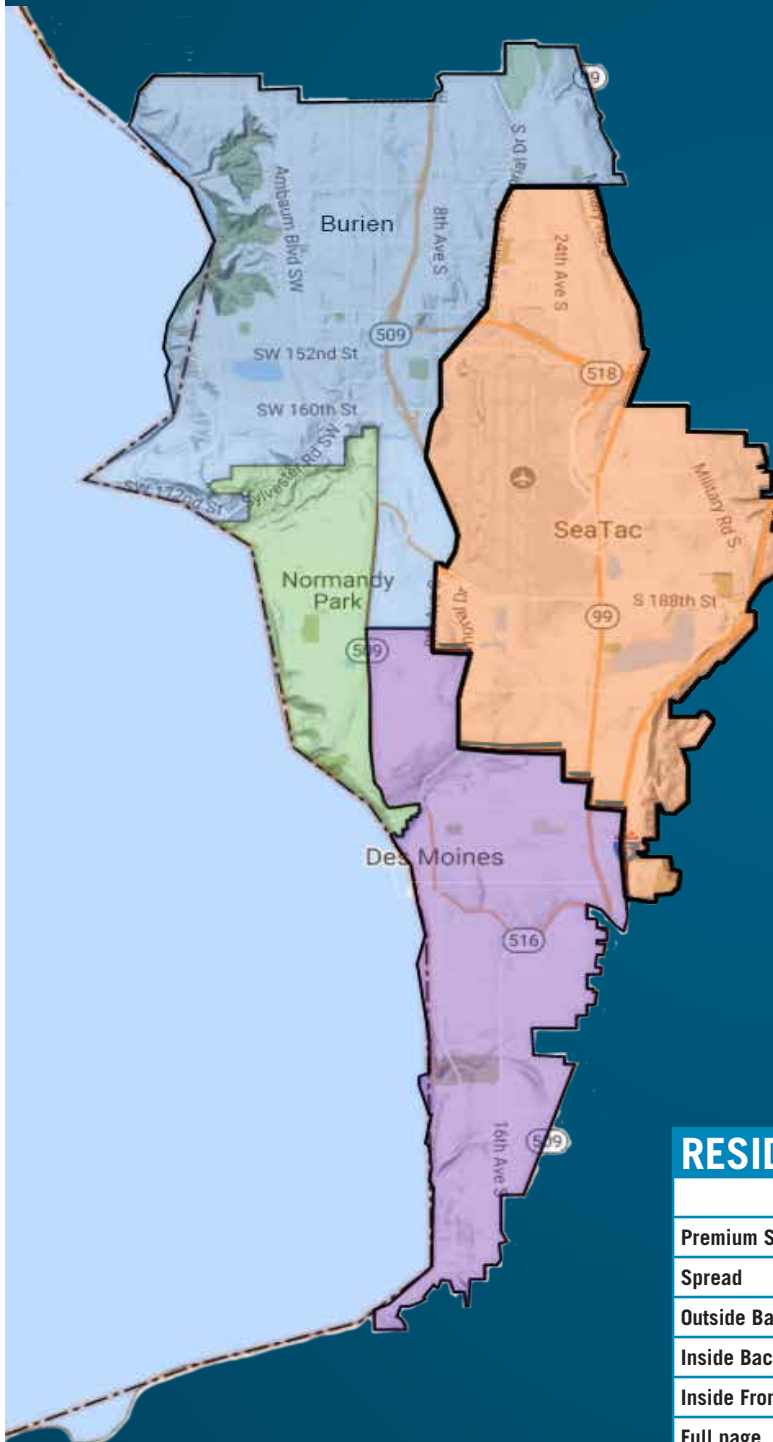
Des Moines City Currents is published by Philips Publishing Group for the City of Des Moines.



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Des Moines City Currents readers are young, family-oriented and active!

Under 18	15.5%
18–34 years	24%
35–54 years	27%
55–64	12.8%
65+	16.8%
Median Age	41

Des Moines and region

Residents: 30,000

Normandy Park

Residents: 6,700

Burien

Residents: 50,000+

SeaTac

Residents: 28,850

CONTACT

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RESIDENT BUSINESSES (per resident per cents pricing)

	1x	2x	4x
Premium Spread	9.2¢	8.3¢	7.8¢
Spread	8.3	7.4	7.0
Outside Back Cover	7.7	6.9	6.5
Inside Back Cover	6.9	6.2	5.9
Inside Front Cover	6.9	6.2	5.9
Full page	4.6	4.1	3.9
1/2 page	3.1	2.8	2.6
1/3 page	2.0	1.8	1.7
1/6 page	1.2	1.1	1.0