



## PARTNER WITH YOUR CITY AND MARKET TO YOUR NEIGHBORHOOD

### 2017/2018 PUBLISHING SCHEDULE

#### Winter 2017

Ad Reservation	Nov 3
Ad Materials	Nov 9
Mails	Nov 24

#### Spring 2018

Ad Reservation	Feb 13
Ad Materials	Feb 20
Mails	Mar 10

#### Summer 2018

Ad Reservation	April 17
Ad Materials	April 24
Mails	May 12

#### Fall 2018

Ad Reservation	July 24
Ad Materials	July 31
Mails	Aug 18

#### Winter 2018

Ad Reservation	Oct 30
Ad Materials	Nov 6
Mails	Nov 26

### CONTACT

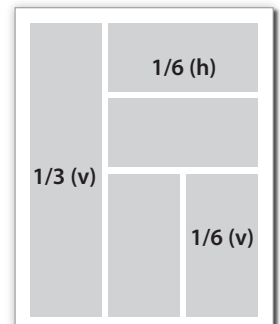
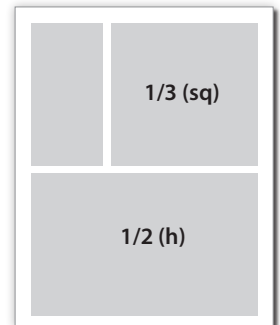
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Owned and edited by the City of Des Moines, *City Currents* is specifically designed to help the city communicate with residents about city policies and initiatives that impact their lives. Events, activities, and feature articles of interest to our residents, are also highlighted. It also includes *Rec 'n Roll*, the Des Moines Parks, Recreation and Senior Services' guide to classes and activities.

*City Currents* is mailed to 30,000 Des Moines residents and is also distributed at Farmer's Market and city sanctioned events, functions and celebrations—making it an effective advertising vehicle for businesses looking to gain exposure to the community.



AD RATES (rates per issue)			
	1x	2x	4x
<b>Inside Front Cover</b>	\$2,700	\$2,430	\$2,295
<b>Inside Back Cover</b>	2,700	2,430	2,295
<b>Full Page</b>	1,800	1,620	1,530
<b>1/2 page</b>	1,200	1,080	1,020
<b>1/3 page</b>	800	720	680
<b>1/6 page</b>	400	360	340
Non-resident Businesses (rates per issue)			
	1x	2x	4x
<b>Inside Front Cover</b>	\$3,780	\$3,402	\$3,213
<b>Inside Back Cover</b>	3,780	3,402	3,213
<b>Full Page</b>	2,520	2,268	2,142
<b>1/2 page</b>	1,680	1,512	1,428
<b>1/3 page</b>	1,120	1,008	952
<b>1/6 page</b>	560	504	476
<b>Ad Design &amp; Production</b> (Includes 3 revisions. Additional charges will apply thereafter)	\$100		



AD SIZES (width x height)			
<b>Full page</b>	8.375" x 10.875" (trim)	7.875" x 10.375" (live area)	8.625" x 11.125" (with 1/8" bleed)
<b>1/2 page</b>	7.25" x 4.81"		
<b>1/3 page</b>	4.75" x 4.81" (square)	2.25" x 9.625" (vertical)	
<b>1/6 page</b>	2.25" x 4.81" (vertical)	4.75" x 2.25" (horizontal)	

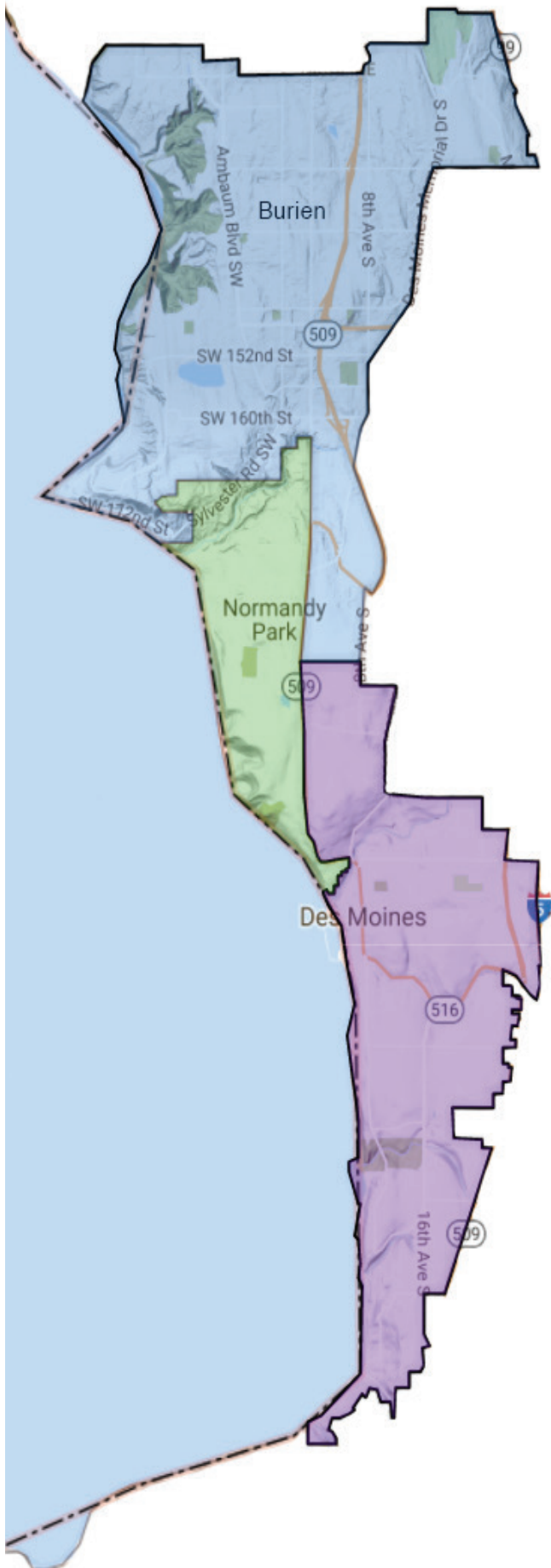
### AD SPECIFICATIONS

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



**Philips Publishing Group**

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



**Burien and region**

- Residents: 50,000+

**Normandy Park**

- Residents: 6,700

**Des Moines**

- Residents: 30,000

<b>RESIDENT BUSINESSES</b> (per resident per cents pricing)			
	<b>1x</b>	<b>2x</b>	<b>4x</b>
<b>Inside Front Cover</b>	9.0¢	8.1¢	7.7¢
<b>Inside Back Cover</b>	9.0¢	8.1¢	7.7¢
<b>Full Page</b>	6.0¢	5.4¢	5.1¢
<b>1/2 page</b>	4.0¢	3.6¢	3.4¢
<b>1/3 page</b>	2.7¢	2.4¢	2.3¢
<b>1/6 page</b>	1.3¢	1.2¢	1.1¢