

THE TOWNSHIP OFFICIALS OF ILLINOIS

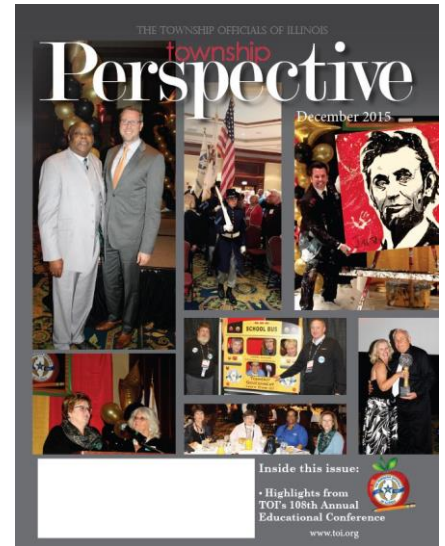
# Perspective

**For ad sales contact:**

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*Township Perspective* is published 11 times a year. Approximately 10,000 copies are mailed each month, except August (*July/August is a combined issue*). The magazine provides timely and pertinent information for local government officials, particularly those representing townships.

*Township Perspective* reaches: All elected and appointed township officials who are paid members including: Supervisors, Clerks, Assessors and Multi-Township Assessors, Highway Commissioners (who are responsible for more than 71,000 miles of road maintenance including bridges), Trustees, Collectors, Social Workers, Caseworkers, Youth and Senior Citizen Workers and Cemetery Trustees. Bonus circulation to paid subscribers including county officials, township attorneys, all state Senators and Representatives, all Illinois Congressional members, all federal and state agencies and all advertisers.



### 2016 ADVERTISING RATES (gross)

TP Magazine Ad Size & Frequency	1 month	3 months	6 months	11 months	Ad sizes in inches
<b>Inside Cover (Bleed)</b>	\$640	\$610	\$575	\$540	8.25 X 10.875
<b>Full page</b>	550	520	495	470	6.75 X 9.125
<b>1/2 page</b>	345	330	310	295	6.75 X 4.458
<b>1/3 page</b>	295	280	265	250	2.125 X 9.125 (tall) or 6.75 by 3 (wide)
<b>1/4 page</b>	240	230	215	205	3.292 X 4.583 (tall) or 6.75 X 2.208 (wide)
<b>Business Card</b>	175	165	150	140	2.0 (tall) x 3.5 (wide)
Professional Service Directory Ad sizes					Ad sizes in inches
<b>1-1/2 Col X 1"</b>	<i>small</i>				3.292 X 1
<b>2 Col X 1-1/2"</b>	<i>large</i>				4.444 X 1-1/2
<b>1 Col X 2"</b>	<i>extra large</i>				2.139 X 2

(Frequency discounts are based on total number of insertions in a 12-month period. Rates listed are per insertion.)

**Professional Services Directory Rates:** \$275/year (small size); \$500/year (large size); \$750/year (extra-large size)

*All ad copy is due by the 1<sup>st</sup> of the month, one month prior to the issue date.*

**Trim Size:** 8" wide x 10.625" tall **Binding:** Saddle Stitch

**Line Screen:** 100 line preferred on inside pages, 150 line on cover pages **Bleeds:** 1/8" on all sides of trim size

**Margins:** Please allow for a minimum of 3/8" between the trim edge and any important text or graphics. **Film:** (We no longer accept film, as our files go directly from computer to plate.)

**Electronic File Requirements:**

*We prefer to receive ad files in PDF format if possible, with all fonts embedded. You can either use Acrobat Distiller (please phone first) or Export directly from your layout software to PDF.* PDF-x/1a settings would be fine. The easiest method to send files is by uploading to our FTP site. If the ad is a process-color ad, please make sure there are no spot colors involved.

If you wish to send native files, please be sure to send all fonts and graphics used in the document. The magazine is designed in InDesign CS4 on a Mac, but we can also support InDesign CS4 (or older) for PC, and QuarkXPress 7 or older on the Mac or PC. We also do not support Pages (Apple software) or Microsoft Publisher.

If you wish to set up a basic document in Microsoft Word, we can use that as a base from which to redesign the ad.

Be aware that extra design charges may apply, in order to make the file useable in InDesign.