

# IOWA LEAGUE OF CITIES

## 2010 Advertising Options

### Cityscape Magazine Advertising Options

The League's Cityscape magazine is one of the primary sources of information for city officials in Iowa. Each month the magazine is delivered to 870 key officials in League member cities and has a circulation of approximately 5,000. If your organization provides services for municipalities, advertising in Cityscape is an effective way of getting your message out to thousands of municipal decision-makers in Iowa. An advertising contact can be found in the Marketplace section of the League's Web site, [www.iowaleague.org](http://www.iowaleague.org).

#### Ad Sizes

Full Page – full bleed, 8.5 x 11.....	\$900
Half Page, 8 x 5.....	\$510
Third Page – horizontal, 8 x 3.25.....	\$400
Third Page - vertical, 2.5 x 10.5.....	\$340
Sixth Page, 2.5 x 5.....	\$210
Professional Square, 2.5 x 2.5.....	\$140
Classified, Max. 60 words.....	\$65

*Associate Members receive a 10% discount. Frequency discount for advertising seven or more times per contract receive a 5% discount.*

### Associate Membership

Public and private entities become associate members to show their support of Iowa's local officials. Their yearly dues help to offset the cost of League workshops and publications. Associate members receive discounts on advertising, exhibiting and event registration as well as complimentary copies of the League's monthly magazine, Cityscape, and the current Directory. But most of all, associate membership helps to keep these entities connected to their customers - cities. Membership dues are subject to change, but current dues are \$325/year for private membership and \$260/year for public membership. Associate membership is subject to approval by the Iowa League of Cities Executive Board. Download an application from the Marketplace section of the League's Web site, [www.iowaleague.org](http://www.iowaleague.org).

### City Directory - not available until 2012

The City Directory is published after the municipal elections. The Directory features the names and titles of officials, as well as information about the city. The Directory also includes a "Services" section, which lists business and organization by categories. Advertisers receive a complimentary copy of the Directory. In addition to receiving an advertising discount, Associate Members automatically receive a free listing in the Service section.

### Directory Ads

Back outside cover ( <i>full color</i> ), 6" wide x 8 1/2" high....	\$945
Inside covers ( <i>full color</i> ), 6" wide x 8 1/2" high .....	\$790
Full page, 4 3/4" wide x 8 1/2" high .....	\$700
2/3 page, 4 3/4" wide x 5" high .....	\$570
1/2 page, 4 3/4" wide x 3 3/4" high .....	\$430
1/3 page, 4 3/4" wide x 2 1/2" high .....	\$340
<b>Service Directory Listing</b> <i>Free to Associate Members</i> ....	\$160
<b>Service Directory, use of logo</b> .....	\$55
<b>Additional Service Directory listing(s)</b> .....	\$40 each

### 2010 Conference Sponsorship Options

Hundreds of city officials gather for the League's Annual Conference & Exhibit each September. The three-day event provides many opportunities for an organization to get their message out to attendees. The 2010 Conference will be held September 22-24 in Coralville

Gold Sponsorship Package.....	\$2,500
Silver Sponsorship Package.....	\$1,750
Exhibit Hall Booth	
Associate members.....	\$550
Non-Associate members.....	\$750
Extra Booth Staff ( <i>per person</i> ).....	\$60
Bag Stuffers	
Non-exhibitor/sponsor rate.....	\$300
Exhibitor/sponsor rate.....	\$150
Program Ads ( <i>10% discount for Associate members</i> )	
Full page.....	\$310
Half page.....	\$205
Fourth page.....	\$125
Golf Holes.....	\$300
Break Sponsor.....	\$1,200
General Session Sponsor	
Opening, Closing and Lunch.....	\$750
Banquet.....	\$90

*\*Prices for conference items are tentative and subject to change.*

*Items will open for purchase in the spring.*

*For more information about sponsorship and advertising opportunities with the Iowa League of Cities, contact us at [advertise@iowaleague.org](mailto:advertise@iowaleague.org) or (515) 244-7282.*