

# FLORIDA LEAGUE OF CITIES 2019-2020 MUNICIPAL DIRECTORY



## DIRECTORY CONTENTS

The Florida League of Cities 2019-2020 Municipal Directory is a comprehensive listing of city officials in the State of Florida. This year's edition will include 412 municipalities. Approximately 3,800 copies of the directory are sent to city officials.

Advertising in the directory is an excellent way of promoting your company's services to the municipal governments in Florida.

**MAKE YOUR RESERVATIONS TODAY.**

## ADVERTISING PRICES

Advertising agency commission rate 15%

Ad Size	4-Color*	Black & White
Full Page	\$1725	\$1075
1/2 Page	\$1000	\$600
1/4 Page	\$650	\$375
1/8 Page	\$575	\$275

## AD COPY SIZES

Ad Size	Width x Height
1/8	2.375" x 1.75"
1/4	5" x 1.75"
1/2	5" x 3.875"
Full	5" x 7.75"

Directory Trim size: 6" x 9."  
All ad sizes are listed as width by height.

## COPY & PAYMENT DEADLINES

Ad reservations, artwork and payment must be received by May 10, 2019.

Positions are reserved on a first-come, first-served basis.

Cancellations and refunds must be requested prior to May 1, 2019.

## TECHNICAL INFORMATION

- ▶ Press-quality PDF files preferred (with fonts embedded) or Photoshop (TIFF, PSD or EPS, flattened files only), Illustrator (EPS - Fonts converted to outline) and should be emailed to: [sfraser@flcities.com](mailto:sfraser@flcities.com). We also accept Mac or PC-formatted CD/DVDs.
- ▶ All other digital files must be packaged in InDesign CC (include all fonts and linked files) or submitted as a press-quality PDF if created in another program. Native Quark, Word and Publisher files are not accepted.
- ▶ All graphics files should be EPS, TIFF OR JPEG files, 300ppi.
- ▶ All ads must be Grayscale or CMYK only.
- ▶ No bleeds on tabs. Bleeds only on Inside Front Cover, Inside Back Cover and Back Cover. Cover is 6.25 x 9 plus bleeds. The directory is coil bound.

If you need assistance in converting your ad to a press-quality PDF file, have questions about sending digital files or need help composing your advertisement, please call Sydney Fraser at (850) 701-3638 or email [sfraser@flcities.com](mailto:sfraser@flcities.com).

## SPECIAL PLACEMENT

Special placement may be requested for your advertisement.

Special placements are reserved on a first-come, first-served basis.



## ADVERTISING RESERVATIONS

Mail the Advertising Registration Form, ad copy and payment by check or credit card to:

Erika Branchcomb  
Florida League of Cities, Inc.  
301 S. Bronough St., Ste. 300 (32301)  
Post Office Box 1757  
Tallahassee, FL 32302-1757

Faxed or emailed forms accepted with credit card payment.  
Email: *ebranchcomb@flcities.com*  
Fax: (850) 222-3806

If you have questions, please contact her at (850) 701-3653  
or *ebranchcomb@flcities.com*.

## ADVERTISING REGISTRATION FORM

### The Florida League of Cities 2019-2020 Municipal Directory

NAME: \_\_\_\_\_ TITLE: \_\_\_\_\_

COMPANY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

FAX: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

TYPE OF PAYMENT:    CHECK    CREDIT CARD

AMOUNT \$ \_\_\_\_\_

CREDIT CARD NAME: \_\_\_\_\_    VISA    MASTERCARD

CARD HOLDER'S NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

ACCOUNT #: \_\_\_\_\_

EXP. DATE: \_\_\_\_\_ CARD ISSUED BY: \_\_\_\_\_

PHONE # OF ISSUING COMPANY: \_\_\_\_\_

- FULL PAGE       4-COLOR
- 1/2 PAGE         BLACK & WHITE
- 1/4 PAGE
- 1/8 PAGE

**Ad reservations, artwork and payment  
must be received by May 10, 2019.**