

2018 MEDIA KIT

Turn motivated readers into powerful buyers

ICMA's official print and digital communications deliver your message year round to key public sector decisionmakers.

WELCOME



ICMA is pleased to partner with The Townsend Group to be your advertising media representative for our print and digital products described in this media kit. You can expect only excellent customer service from your Townsend Group sales manager, Chris Riordan. He is here to answer your questions and offer you recommendations about how to design a cost-effective advertising buy that most efficiently connects you to our 11,000+ members, *PM* magazine subscribers, and website visitors. We hope you are able to take advantage of these advertising opportunities to create a truly integrated marketing campaign for this highly targeted audience.

Sincerely,

A handwritten signature in black ink, appearing to read 'Marc Ott', written in a cursive style.

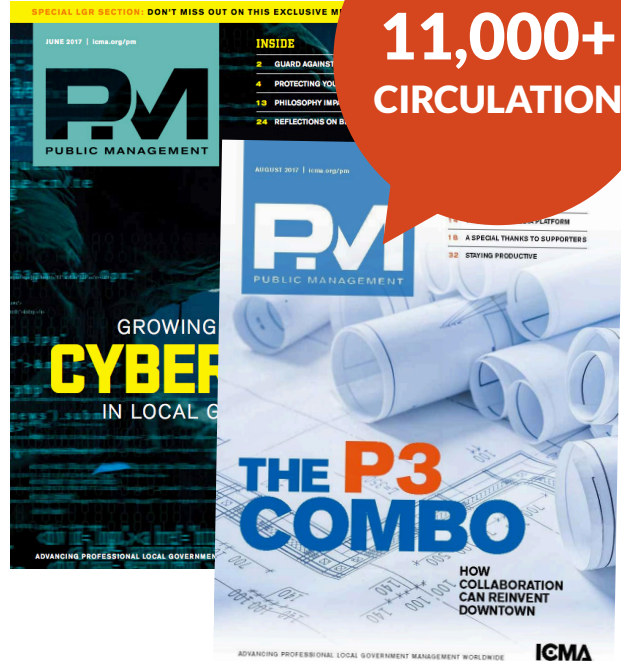
Marc Ott
Executive Director
ICMA

About ICMA

ICMA, the International City/County Management Association, advances professional local government worldwide. Our mission is to create excellence in local governance by developing and fostering professional management to build better communities. ICMA identifies leading practices to address the needs of local governments and professionals serving communities globally. We provide member support, publications, data and information, peer and results-oriented assistance, and training and professional development to thousands of city, town, and county leaders and other individuals and organizations throughout the world. The management decisions made by ICMA's members affect millions of people living in thousands of communities, ranging in size from small villages and towns to large metropolitan areas.

PM MAGAZINE

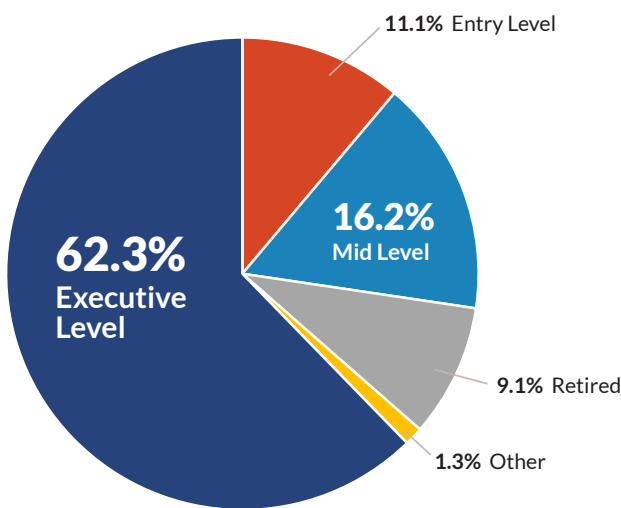
Public Management (PM) is the official membership magazine of the International City/County Management Association (ICMA), with a track record of more than 95 years as a trusted source of local government management information. PM is dedicated exclusively to the public sector practitioner. Designed for quick and informative reading, articles deal with issues of common concern to local government managers.



Readership Highlights

In June 2017, the breakdown of PM magazine readership looked like this:

CAREER STAGE



Source: PM Magazine Readership Survey, June 2017

PURCHASING POWER

91.4% of respondents are involved in the purchasing process

\$3.1 million average cost of products purchased in a year

PM readers buy the products and services you sell:

| | |
|--|-------|
| Computer/IT equipment | 67.5% |
| Consulting services | 88.9% |
| Continuing education | 45.8% |
| Financial services | 42.7% |
| Fleet vehicles | 43.9% |
| Health insurance | 53.9% |
| Industrial equipment | 23.4% |
| Law enforcement/emergency equipment/services | 40.5% |
| Park/recreational equipment | 46.1% |
| Waste management equipment/services | 30.5% |

PM MAGAZINE

2018 Editorial Calendar

JANUARY/FEBRUARY LEADERSHIP

Four Forces That Make Communities Successful
AD SPACE: 10/30/17 • ARTWORK: 11/10/17

MARCH DIVERSITY, INCLUSIVE CULTURE

Are Local Governments Struggling With D&I Culture?

BONUS DISTRIBUTION

ASPA Annual Conference; ICMA Midwest Regional Summit; ICMA Northeast Regional Summit

AD SPACE: 12/30/17 • ARTWORK: 1/12/17

APRIL ECONOMIC DEVELOPMENT

Latest Economic Development Initiatives

BONUS DISTRIBUTION

ICMA Mountain Plains Regional Summit; ICMA Southeast Regional Summit

AD SPACE: 1/31/18 • ARTWORK: 2/9/18

MAY INTERNATIONAL DEVELOPMENT

ICMA Strengths Local Governance Overseas

BONUS DISTRIBUTION

GFOA Annual Conference; ICMA West Coast Regional Summit

AD SPACE: 2/28/18 • ARTWORK: 3/9/18

JUNE LOCAL GOVERNMENT REVIEW

Incorporate Smart Initiatives into Regular Operations; ICMA Annual Conference Preliminary Program

AD SPACE: 3/30/18 • ARTWORK: 4/6/18

PRE-
CONFERENCE
ISSUE

JULY LEADERSHIP

Develop Political Savvy to Work With Elected Officials
Special Section: LGR—Local Government Review

AD SPACE: 4/30/18 • ARTWORK: 5/11/18

AUGUST SUSTAINABILITY

Pedestrian-oriented Development

AD SPACE: 5/31/18 • ARTWORK: 6/8/18

SEPTEMBER MANAGEMENT

Confronting a Crisis
Special Section: 2018 ICMA Awards

BONUS DISTRIBUTION

ICMA Annual Conference

AD SPACE: 6/29/18 • ARTWORK: 7/13/18

CONFERENCE
ISSUE

OCTOBER LEADERSHIP

Urban Fringe Development

AD SPACE: 7/31/18 • ARTWORK: 8/10/17

NOVEMBER TECHNOLOGY

Practical Local Government Applications

AD SPACE: 8/31/18 • ARTWORK: 9/7/18

DECEMBER LEADERSHIP

Idea Exchange: Future of Public Leadership
Special Section: LGR—Local Government Review

AD SPACE: 9/28/18 • ARTWORK: 10/12/18

Editorial calendar is tentative and subject to change.

Departments

ETHICS MATTER! Provides guidance based on ICMA's Code of Ethics regarding ethical choices in a local government context.

PUBLIC SAFETY SIREN Highlights public safety trends

INNOVATION EDGE Describes what can be learned and applied from examples of innovative local government programs worldwide.

COMMENTARY Reader reactions to issues affecting local governments.

RETIREMENT STRATEGIES Offers tips for planning a secure future.

ON POINT Short reader reactions to a management-related question.

SHORT STORY Highlights unique experiences and entertaining stories of local government practitioners.

PM MAGAZINE

AD SALES
Chris Riordan
(202) 367-2462
criordan@townsend-group.com

PRODUCTION
Katherine Givan
(202) 367-2424
kgivan@townsend-group.com

2018 Rates & Specifications

Cover Rates (includes 4-color)

| Position | 1x | 3x | 6x | 12x | 18x | 24x |
|----------|---------|---------|---------|---------|---------|---------|
| Cover 2 | \$5,360 | \$5,240 | \$5,120 | \$5,020 | \$4,830 | \$4,655 |
| Cover 3 | \$4,915 | \$4,805 | \$4,695 | \$4,600 | \$4,425 | \$4,270 |
| Cover 4 | \$5,585 | \$5,460 | \$5,335 | \$5,225 | \$5,035 | \$4,850 |

Black & White Rates

| Size | 1x | 3x | 6x | 12x | 18x | 24x |
|-----------|---------|---------|---------|---------|---------|---------|
| Full Page | \$3,255 | \$3,155 | \$3,055 | \$2,965 | \$2,815 | \$2,665 |
| 2/3 Page | \$2,605 | \$2,525 | \$2,445 | \$2,325 | \$2,185 | \$2,055 |
| 1/2 Page | \$2,025 | \$1,965 | \$1,905 | \$1,805 | \$1,695 | \$1,600 |
| 1/3 Page | \$1,435 | \$1,390 | \$1,345 | \$1,280 | \$1,200 | \$1,130 |

Color Rates

| Color | Rate |
|----------|-----------|
| 4-color | + \$1,215 |
| 2-color* | + \$550 |

*Black plus one process color

Professional Services Ads

| Size | Rate |
|----------|----------|
| 1/6 Page | \$2,535* |

*Includes 4-color ad in 11 consecutive issues

DISCOUNT POLICY

A 15% discount is recognized for legitimate advertising agencies. Discounts do not apply to Professional Services Ads. A 2% discount is given for prepayment of display ads before the closing date.

Ad Dimensions

Publication Trim Size: 8.25" x 10.875"

| | | |
|---|---|------------------------------------|
| Full Page BLEED 8.5" x 11.125" TRIM 8.25" x 10.875" LIVE 7" x 9.5625" | 2/3 Page 5.3" x 11.125" (includes bleed) | Half Page 7" x 4.5" |
| 1/3 Page Vertical 3.5" x 11.125" (includes bleed) | 1/3 Page Square 4.5" x 4.5" | 1/6 Page 3.125" x 3.125" |

AD SPECIFICATIONS

- PDF/X-1a files are required.
- Fonts must be outlined or embedded.
- Convert all colors to CMYK.
- Place crop marks and color bars outside printable area (12-point offset).
- Submit full-page spreads as single page files, indicating right-hand page [RHP] and left-hand page [LHP] in file names.

DOCUMENT SETUP

- Use QuarkXPress, Adobe InDesign or Publisher for ad layouts.
- Photoshop: 300 dpi CMYK or grayscale, 600 dpi minimum bitmap, flattened layers, TIF or EPS format, binary encoding (no JPG and no extra channels).
- Illustrator: Outline all fonts, flatten transparencies, embed all elements.
- Use Type 1 or OpenType fonts only
- All colors must be CMYK; no PMS/

Pantone colors.

- Ink density is not to exceed 300%.
- Black text 12 points or smaller should be black only.
- Reversed text must be a minimum of 10 points.

UNACCEPTABLE FILE TYPES

Microsoft Word, Excel, PowerPoint, Adobe Pagemaker or Freehand files will not be accepted.

PROOFS

Contract proofs are recommended for all ads. A contract proof printed at 100% with registration marks and color bars can be used for color accuracy, if SWOP-approved.

AD SUBMISSION & PAYMENT

Submit artwork, proof and payment to: The Townsend Group, 2025 M Street NW, Suite 800, Washington, DC 20036. Phone: (202) 367-2424 Email: kgivan@townsend-group.com

DIGITAL ADVERTISING



E-newsletters

PM Magazine

Delivered to more than 15,000 opt-in members and subscribers, the *PM* magazine e-newsletter previews the upcoming issue and alerts readers to keep their eye out for it. **Average open rate: 24%**

Leadership Matters

More than 29,000 subscribers receive this weekly e-newsletter to get news, strategies, best practices and innovative ideas on the most important local government issues— from ethics to smart growth, emergency management to sustainability. **Average open rate: 21%**

Website

icma.org

With more than **5.9 million page views** and **990,000 visitors annually**, icma.org is the perfect platform to market your products and services to local government professionals.

Our redesigned website is responsive, easy to navigate, and contains more information than ever before. Most importantly, advertisers now have the flexibility of customizing their schedule and determining the number of impressions they want to buy.

Visit the new www.icma.org and call today to reserve space.

Podcasts

Local Gov Life

Become a sponsor of ICMA's new podcast series **Local Gov Life**, which feature compelling stories on how local government professionals overcame the disruptive challenges in their community – both personal and professional.

Contact us today to learn more about the podcast, the schedule of release, and the topics that will be covered.

Chris Riordan
National Sales Manager
202-367-2462
criordan@townsend-group.com

DIGITAL ADVERTISING

2018 Rates & Specifications

PM Magazine E-newsletter

| Ad Unit | Size | Rate/Issue |
|-------------------------------|--|------------|
| Bottom Banner | 468 x 100 pixels | \$1,045 |
| Sidebar Button | 180 x 150 pixels | \$865 |
| Sponsored Content (3rd Story) | 140 character headline; 300 character body; plus web-ready image/logo and URL link | \$1,000 |

Leadership Matters E-newsletter

| Ad Unit | Size | Rate/Issue |
|---------------------------|---|------------|
| Rectangle | 300 x 250 pixels | \$1,425 |
| Sponsored Content | 140 character headline; 300 character body; plus web-ready image/logo and URL link | \$1,000 |
| Exclusive Sponsor Package | Rectangle and sponsored content ad units, plus social media and icma.org promotion* | \$3,000 |

*Social media promotion includes one (1) ICMA blog post, one (1) ICMA Facebook post, one (1) ICMA Twitter post, and sponsored content on icma.org under appropriate topic area.

icma.org

| Ad Unit | Size | Homepage* | Run-of-site* |
|-----------------|------------------|-----------|--------------|
| Wide Skyscraper | 160 x 600 pixels | \$45 CPM | N/A |
| Rectangle | 300 x 250 pixels | \$45 CPM | \$40 CPM |
| Leaderboard | 728 x 90 pixels | \$45 CPM | \$40 CPM |

*Rates are for 30 days. Minimum buy of 25,000 impressions.

Local Gov Life Podcasts

\$3,000/episode

Sponsor receives:

- One (1) 30-second spoken ad within first minute of episode
- A mention of the advertiser within last two minutes of episode
- Sponsored content and banner ad or logo in two (2) ICMA e-blasts notifying 30,000 subscribers of podcast episode
- Social media promotion and sponsor recognition in one (1) ICMA blog post, two (2) ICMA Facebook posts, and two (2) ICMA Twitter posts
- Sponsored content on icma.org website to be archived under appropriate topic area



Deadlines

Space and artwork due seven business days in advance of publishing date.

Format

- We accept JPEG and GIF files
- Third-party tags accepted
- All digital files should be between 72-150 dpi
- All graphical files served by ICMA have a 40k size limit.
- Animations are accepted on ICMA's website with a maximum looping restriction of five times and must adhere to the 40k maximum file size restriction.
- Any sound must be user initiated, defined as a click and not a mouseover or rollover, and clearly labeled with "Play" and "Stop" controls.
- If Flash/Rich Media file is provided, advertiser must supply a back-up animated GIF file.
- Advertiser must supply a URL link for the ad. Proof of publication available upon request.

Sales Contact

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Production Contact

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ICMA Policies

Cancellations or changes in advertisements will not be accepted after closing dates. Advertisers assume liability for all content and subject matter of advertisements printed and responsibility for any claims resulting from them against the publisher. All advertising is subject to the publisher's approval. The publisher reserves the right to cancel any advertising prior to the date of publication or to add the word "advertisement" to any page. The publisher is not responsible for orders, cancellations, or corrections given verbally. Confirmation of orders, cancellations, or corrections must be received in writing by respective closing deadlines. Positioning of advertisements is at the discretion of the publisher.

As the publisher of *PM*, ICMA reserves the right to refuse to publish any advertisement, to correctly classify an advertisement, and to delete objectionable words or phrases in an advertisement. Submission of an advertisement to a *PM* representative does not constitute a commitment by *PM* to publish the advertisement. Publication of an advertisement does not constitute an endorsement of that ad by *PM* or by ICMA. *PM* will not be liable for failure to publish an ad as requested or for more than one incorrect insertion of an advertisement. In the event of any error or omission in printing or publication of an advertisement, *PM* liability shall be limited to an adjustment for the cost of the space occupied by the error, with a maximum liability being cancellation of the cost of the first incorrect advertisement or re-publication of the corrected advertisement. Under no circumstances shall *PM* be liable for consequential damages of any kind.

Contact

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