Turn motivated readers into powerful buyers

ICMA’s official print and digital communications deliver your message year round to key public sector decisionmakers.
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, Pat Price. 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 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,

Marc Ott
Executive Director
ICMA
Public Management (PM) is the official membership magazine of the International City/County Management Association (ICMA), with a track record of 100 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.

**Audience Overview**

The breakdown of PM magazine readership is:

**CAREER STAGE**

- 62.3% Executive Level: City/County Managers + Assistant Managers
- 16.2% Mid Level: Dept. Heads and Assistants to City/County Managers
- 11.1% Entry Level
- 9.1% Retired
- 1.3% Other
- 11.1% Other Local Government Staff

**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%

Source: PM Magazine Readership Survey, June 2017
2020 Editorial Calendar

**JANUARY**  **CAREERS**  
Advice for Young Professionals; Veterans; Staying Active in Retirement  
AD SPACE: 12/5/19 • ARTWORK: 12/13/19

**FEBRUARY**  **BUDGETING AND PLANNING**  
Tools and Technology, Innovations, Financial Management  
AD SPACE: 1/6/20 • ARTWORK: 1/15/20

**MARCH**  **ETHICS**  
Ethics Issue and Advice; Conflicts of Interest  
AD SPACE: 2/5/20 • ARTWORK: 2/14/20

**APRIL**  **COMMUNITY ENGAGEMENT**  
Innovative Ways to Engage Residents; Tools and Technology  
AD SPACE: 3/5/20 • ARTWORK: 3/16/20

**MAY**  **CRISIS MANAGEMENT**  
Lessons Learned; Leadership During Emergency Situations  
AD SPACE: 4/6/20 • ARTWORK: 4/15/20

**JUNE**  **PROFESSIONAL DEVELOPMENT**  
Professional Development Topics  
AD SPACE: 5/5/20 • ARTWORK: 5/14/20

**JULY**  **SMALL TOWNS AND RURAL COMMUNITIES**  
Issues, Challenges, and Solutions for Smaller Communities  
AD SPACE: 6/5/20 • ARTWORK: 6/15/20

**AUGUST**  **GNARLY ISSUES**  
Environmental Issues; Mobility; Homelessness; Mental Health; State Preemption  
AD SPACE: 7/6/20 • ARTWORK: 7/15/20

**SEPTEMBER**  **EQUITY AND INCLUSION**  
Award Recipients; Conference Preview  
AD SPACE: 8/5/20 • ARTWORK: 8/14/20

**OCTOBER**  **ICMA AWARDS ISSUE**  
Diversity in the Workplace  
AD SPACE: 9/7/20 • ARTWORK: 9/15/20

**NOVEMBER**  **TECHNOLOGY AND INNOVATION**  
Smart Cities; Cybersecurity; Artificial Intelligence; Smart Procurement  
AD SPACE: 10/5/20 • ARTWORK: 10/15/20

**DECEMBER**  **ECONOMIC DEVELOPMENT**  
Resiliency; Revitalization; Greener Communities  
AD SPACE: 11/5/20 • ARTWORK: 11/16/20

**Departments**

- **ETHICS** Provides guidance based on ICMA’s Code of Ethics regarding ethical choices in a local government context.
- **PUBLIC SAFETY** Highlights public safety trends.
- **INNOVATION** Describes what can be learned and applied from examples of innovative local government programs worldwide.
- **COMMENTARY** Reader reactions to issues affecting local governments.
- **TECHNOLOGY** Highlights the latest technology trends.
- **INSIGHTS** Short reader reactions to a management-related question.
- **WORKPLACE** Highlights unique experiences and stories of local government practitioners.
2020 Rates & Specifications

**Cover Rates (includes 4-color)**

<table>
<thead>
<tr>
<th>Position</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
<th>18x</th>
<th>24x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover 2</td>
<td>$5,360</td>
<td>$5,240</td>
<td>$5,120</td>
<td>$5,020</td>
<td>$4,830</td>
<td>$4,655</td>
</tr>
<tr>
<td>Cover 3</td>
<td>$4,915</td>
<td>$4,805</td>
<td>$4,695</td>
<td>$4,600</td>
<td>$4,425</td>
<td>$4,270</td>
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<tr>
<td>Cover 4</td>
<td>$5,585</td>
<td>$5,460</td>
<td>$5,335</td>
<td>$5,225</td>
<td>$5,035</td>
<td>$4,850</td>
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**4-Color Rates**

<table>
<thead>
<tr>
<th>Size</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
<th>18x</th>
<th>24x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$4,470</td>
<td>$4,370</td>
<td>$4,270</td>
<td>$4,180</td>
<td>$4,030</td>
<td>$3,880</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$3,820</td>
<td>$3,740</td>
<td>$3,660</td>
<td>$3,540</td>
<td>$3,400</td>
<td>$3,270</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$3,240</td>
<td>$3,180</td>
<td>$3,120</td>
<td>$3,020</td>
<td>$2,910</td>
<td>$2,815</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$2,650</td>
<td>$2,605</td>
<td>$2,560</td>
<td>$2,495</td>
<td>$2,415</td>
<td>$2,345</td>
</tr>
</tbody>
</table>

**Case Study**

$10,350

Sponsor receives:
- Two (2) page case study
- Leadership Matters Exclusive Sponsorship
- Medium rectangle home page placement (15,000 impressions)
- Leaderboard home page placement (15,000 impressions)

**Professional Services Ads**

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/6 Page</td>
<td>$2,535*</td>
</tr>
</tbody>
</table>

*Includes 4-color ad in 11 consecutive issues

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**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**
  - BLEED: 5.3” x 11.125”
  - TRIM: 5.05” x 10.875”

- **Half Page**
  - BLEED: 7” x 4.5”

- **1/3 Page Vertical**
  - BLEED: 4.5” x 4.5”
  - TRIM: 4.25” x 4.25”

- **1/3 Page Square**
  - BLEED: 3.125” x 3.125”
  - TRIM: 3.0625” x 3.0625”

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**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) 367-2495 Email: icma@townsend-group.com

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**AD SALES**

Pat Price
(202) 367-2462
pprice@townsend-group.com
**DIGITAL ADVERTISING**

**E-newsletters**

**PM Magazine Alert**
Delivered to more than 13,000 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: 27%**

**Leadership Matters**
More than 27,000 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 **4.8 million page views** and **633,000 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](http://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.

Pat Price
Sales Manager
202-367-2462
pprice@townsend-group.com
### DIGITAL ADVERTISING

#### 2020 Rates & Specifications

**PM Magazine E-newsletter**

<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>Size</th>
<th>Rate/Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Banner</td>
<td>450 x 75 pixels</td>
<td>$1,045</td>
</tr>
<tr>
<td>Bottom Banner</td>
<td>450 x 75 pixels</td>
<td>$865</td>
</tr>
<tr>
<td>Sponsored Content</td>
<td>140 character headline; 300 character body; plus web-ready 520 x 100 image/logo and URL</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

**Leadership Matters E-newsletter**

<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>Size</th>
<th>Rate/Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exclusive Sponsor Package</td>
<td>Rectangle and sponsored content ad units, plus social media and icma.org promotion*</td>
<td>$3,000</td>
</tr>
<tr>
<td>Rectangle</td>
<td>300 x 250 pixels</td>
<td>$1,425</td>
</tr>
<tr>
<td>Sponsored Content</td>
<td>140 character headline; 300 character body; plus web-ready 520 x 100 image/logo and URL</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

*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**

<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>Size</th>
<th>Homepage*</th>
<th>Run-of-site*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rectangle</td>
<td>300 x 250 pixels</td>
<td>$45 CPM</td>
<td>$40 CPM</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>728 x 90 pixels</td>
<td>$45 CPM</td>
<td>$40 CPM</td>
</tr>
</tbody>
</table>

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

**Professional Services**

<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>Size</th>
<th>Impressions</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web Ad</td>
<td>300 x 250 pixels</td>
<td>5,000/month</td>
<td>$2,400</td>
</tr>
</tbody>
</table>

*Professional Services web ads run for 12 consecutive months

**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

Pat Price  
Sales Manager  
202-367-2462  
pprice@townsend-group.com

#### Production Contact

The Townsend Group  
202-367-2495  
icma@townsend-group.com
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**

**Advertising Sales**
Pat Price, Sales Manager  
Tel: 202-367-2462  
pprice@townsend-group.com

**Production**
The Townsend Group  
Tel: 202-367-2495  
icma@townsend-group.com

**ICMA**
777 North Capitol Street, NE, Suite 500, Washington, DC, 20002-4201  
Tel: 202-289-4262 | www.icma.org