

GOVERNING

“THE RESOURCE FOR STATES AND LOCALITIES”

**PLANNING
CALENDAR +
PRINT RATE
CARD 2007**



**Multiply
your
advertising
power with
the most
relied upon
resources.**

2007		TECHNOLOGY	FINANCE	INFRASTRUCTURE & ENVIRONMENT	MANAGEMENT	PUBLIC POLICY	HEALTH	TRADE SHOWS
JANUARY	Ad close: November 21 Material close: November 29	IT & Performance Technology Column	Finance Column	Privatization of Infrastructure Environment and Transportation Briefings	Management Column	State Political Outlook Economic Development Briefing	Health Column	National Association of State Personnel Executives GOVERNING's Outlook in the States
FEBRUARY	Ad close: December 21 Material close: December 28	Technology Briefing Tech Talk	Muni Bond Market/GASB Finance Briefing	Environment Column Transportation Column	Outsourcing Management Briefing	Disaster Preparedness Economic Development Column	Health Briefing	National Governors Association
MARCH	Ad close: January 22 Material close: January 29	High-Tech Energy Needs Technology Column	Finance Column	Public Transit Environment Briefing Transportation Briefing	Management Column	Economic Development Briefing	Health Cost Controls Health Column	The American Society for Public Administration
APRIL	Ad close: February 21 Material close: February 28	Technology Briefing Tech Talk	Taxes Finance Briefing	Water Systems Environment Column Transportation Column	Management Briefing	Urban Affairs Economic Development Column	Health Briefing	
HARVEY AD EFFECTIVENESS STUDY								
MAY	Ad close: March 21 Material close: March 28	Wireless Cities Technology Column	Finance Column	Fleets Environment Briefing Transportation Briefing	Management Column	Economic Development Briefing	Public Health Planning Health Column	National Association of State CIOs GOVERNING's Managing Technology
JUNE	Ad close: April 20 Material close: April 27	Real ID Technology Briefing Tech Talk	Municipal Finance Finance Briefing	Environment Column Transportation Column	Management Briefing	Housing Economic Development Column	Health Care Special Report Health Briefing	National Association of State Chief Administrators Government Finance Officers Association U.S. Conferences of Mayors
State & Local Sourcebook – available exclusively online in 2007. See GOVERNING.com Rate Card for details.								
JULY	Ad close: May 22 Material close: May 29	Information Security Technology Column	Finance Column	Alternative Fuels Environment Briefing Transportation Briefing	Management Column	Economic Development Briefing	Long-Term Care Health Column	National Association of Counties National Governors Association National Association of State Budget Officers National Association of State Personnel Executives
AUGUST	Ad close: June 22 Material close: June 29	Technology Briefing Tech Talk	Insurance Finance Briefing	Environment Column Transportation Column	Public Workforce Resources Management Briefing	Legislatures Economic Development Column	Health Briefing	<ul style="list-style-type: none"> • Nat'l Conference of State Legislatures • Association of Public Treasurers of US & Canada • Nat'l Association of State Auditors, Comptrollers & Treasurers • National Conference of State Fleet Administrators • URISA • Nat'l Association of State Telecom and Technology Directors
SEPTEMBER	Ad close: July 20 Material close: July 27	IT and Health Technology Column	Finance Column	Water Quality Environment Briefing Transportation Briefing	Management Column	Education Economic Development Briefing	Health Column	National Association of State Procurement Officials
OCTOBER	Ad close: August 22 Material close: August 29	Technology Briefing Tech Talk	Pension Plans Finance Briefing	Environment Column Transportation Column	Homeland Security Special Report Management Briefing	Election 2007 Economic Development Column	Prescription Drugs Health Briefing	International City/County Management Assn (ICMA) GOVERNING's Managing Performance National Association of State CIOs
NOVEMBER	Ad close: September 21 Material close: September 28	NASCIO & PTI Award Winners Technology Column	Finance Column	Facilities Management Environment and Transportation Briefings	Public Officials of the Year Management Column	Economic Development Briefing	Health Column	National League of Cities (NLC)
DECEMBER	Ad close: October 22 Material close: October 29	GIS/GPS Technology Briefing Tech Talk	Finance Briefing	Environment Column Transportation Column	Compensation Management Briefing	Economic Development Column	Medicaid Health Briefing	

GOVERNING'S 2007 RATE CARD

Black & White	1x	4x	6x	9x	12x	18x
Full-Page	\$13,550	\$12,880	\$12,200	\$11,780	\$11,250	\$10,780
2/3 Page	10,840	10,300	9,760	9,420	9,000	8,620
1/2 Page	9,080	8,630	8,170	7,890	7,540	7,220
1/3 Page	5,650	5,370	5,090	4,910	4,690	4,500
2 Color	1x	4x	6x	9x	12x	18x
Full-Page	\$15,120	\$14,450	\$13,770	\$13,350	\$12,820	\$12,350
2/3 Page	12,410	11,870	11,330	10,990	10,570	10,190
1/2 Page	10,650	10,200	9,740	9,460	9,110	8,790
1/3 Page	7,220	6,940	6,660	6,480	6,260	6,070
4 or 3 Color	1x	4x	6x	9x	12x	18x
Full-Page	\$16,350	\$15,680	\$15,000	\$14,580	\$14,050	\$13,580
2/3 Page	13,640	13,100	12,560	12,220	11,800	11,420
1/2 Page	11,880	11,430	10,970	10,690	10,340	10,020
1/3 Page	8,450	8,170	7,890	7,710	7,490	7,300
Covers (4C)	6x		12x			
Second	\$19,800		\$17,700			
Third	19,800		17,700			
Fourth	20,700		18,550			

PRINT INFORMATION

All rates are gross.

Advertorials:

Advertorials must accompany a full-page ad. An advertorial page is \$3,635 (gross) in addition to the full-page ad rate.

Two-Page Spreads:

Each page counts as one insertion toward frequency discount.

Guaranteed Position:

+15%

INSERTS

Full-Run Inserts:

1 Sheet (2 sides)	4 Sheets (8 sides)
Earned b/w rate less 30%	Earned b/w rate less 40%
2 Sheets (4 sides)	8 Sheets (16 sides)
Earned b/w rate less 35%	Earned b/w rate less 50%

Regional or Demographic Inserts:

Inserts are accepted on regional and demographic runs. Contact the advertising department for rate information.

Business Reply Cards:

Priced at earned 1/2 page, b/w rate, all BRCs must accompany a full-page ad. BRCs count toward frequency and must be pre-supplied to our specifications. Contact the Production Manager at 202-862-8802 at least 45 days prior to the date of issue for mechanical specs and current quantity required for all inserts and BRCs. Layout or sample must be received prior to acceptance.

SALES CONTACTS

THE WEST/MIDWEST
MARY THOMS
(303) 477-1232
mthoms@governing.com

THE EAST
JAMES BOHI
(202) 862-1453
jbohi@governing.com

THE SOUTH/GREAT LAKES
MIKE SCHOENBRUN
(202) 862-1448
mschoenbrun@governing.com

Powering the Business of Government

AD SIZES (IN INCHES)

Standard	Width	Depth	Bleed Ads	Width	Depth
Full-Page	7"	9 1/2"	Two-page Spread Bleed	16 1/4"	10 3/4"
2/3 Page Vertical	4 5/8"	9 1/2"	Will be trimmed to	16"	10 1/2"
1/2 Page Island	4 5/8"	7"	Full-page Bleed	8 1/4"	10 3/4"
1/3 Page Horizontal	7"	4 3/4"	Will be trimmed to	8"	10 1/2"
1/3 Page Vertical	2 1/4"	9 1/2"	2/3 Page Bleed	5 1/4"	10 3/4"
1/3 Page Square	4 5/8"	4 5/8"	Will be trimmed to	5 1/8"	10 1/2"
			1/2 Page Horizontal Bleed	8 1/4"	5 3/8"
			Will be trimmed to	8"	5 1/4"

For bleed ads, keep copy within standard dimensions (see above).
 For two-page spread bleed ads, allow 1/4" gutter and keep live area to 15" x 9 1/2".
 Live area on a one-page ad is 7" x 9 1/2".

MECHANICAL REQUIREMENTS

Printing:	Trim Size:	Binding:	Screens:
Web offset on publication-grade enamel	8" x 10 1/2"	Saddle-stitched	133-line preferred

Preferred Digital Material: Final files produced on a CEPS system should be converted to either CT/LW Flyte or the TIFF/IT-P1 format. Final files produced on a desktop system should be converted to fat PostScript or PDF. Contact our Production Manager at (202) 862-8802 for detailed specifications.

Color Proofs: All film and digital files must be sent with a SWOP-approved color proof. If a proof is supplied that is not SWOP-approved, **GOVERNING** will not take responsibility for color matching on press.

General Shipping Instructions: All advertising materials should be shipped to the attention of:

GOVERNING's Production Manager
 1100 Connecticut Avenue, NW, Suite 1300
 Washington, DC 20036

Call (202) 862-8802

Visit us at GOVERNING.com

CLASSIFIED ADVERTISING IN EXECUTIVE MARKETPLACE

Both Classified Display and Line Listings are available.

Line Listings: (10 line minimum)

10 lines	= \$17.00 per line
11-20 lines	= \$15.00 per line
21-40 lines	= \$14.00 per line
41-100 lines	= \$13.00 per line
101+ lines	= \$10.50 per line

CLASSIFIED DISPLAY RATES

Black & White Fractional	1x	4x	6x	12x
1/2 Page Horizontal (7" x 4")	\$2,100	\$1,890	\$1,735	\$1,655
1/2 Page Vertical (3 3/8" x 8 1/8")	\$2,100	\$1,890	\$1,735	\$1,655
1/4 Page (3 3/8" x 4")	1,185	1,080	1,000	945
1/8 Page (3 3/8" x 1 7/8")	765	685	630	605
Add \$165 per color for color ads Four color ads add \$660				
Full-Page (7" x 8 1/8")	1x	2x		
Black & White	\$4,200	\$3,780		
Full Color	4,935	4,515		

Full-page ads available only for Recruitment/Conference/Meetings/Seminars/Books

Classified Advertising Contact:

Shauntee Daniels
 sdaniels@governing.com
 (202) 862-1450
 (800) 944-0922
 fax: (202) 955-8328