

Township



PERSPECTIVE

3217 Northfield Drive, Springfield, Illinois 62702 Phone: 217-744-2212 Fax: 217-744-7419

The official publication of Illinois townships

**For ad sales, call Erin, toll free 866-897-4688 in Illinois, or 217-744-2212
Township Officials of Illinois, 3217 Northfield Dr., Springfield, IL 62702**

Township Perspective is published 11 times a year. Approximately 13,000 copies are mailed each month, except August (July/August is a combined issue). The magazine provides timely and pertinent information for local government officials, particularly those representing townships.

Township Perspective reaches: All elected and appointed township officials who are paid members including: Supervisors, Clerks, Assessors and Multi-Township Assessors, Highway Commissioners (who are responsible for more than 71,000 miles of road maintenance including bridges), Trustees, Collectors, Social Workers, Caseworkers, Youth and Senior Citizen Workers and Cemetery Trustees.

Bonus circulation to paid subscribers including county officials and township attorneys, all state senators and representatives, all Illinois congressional members, all federal and state agencies, and all advertisers.

2012 ADVERTISING RATES (gross)

	<u>1 time</u>	<u>3 times</u>	<u>6 times</u>	<u>11 times</u>
Inside cover	\$640	\$610	\$575	\$540
Full page	550	520	495	470
1/2 page	345	330	310	295
1/3 page	295	280	265	250
1/4 page	240	230	215	205

(Frequency discounts based on total number of insertions in a 12-month period. Rates listed are per insertion.)

Professional Services Directory: \$275/year (small size); \$500/year (large size)

Color Charges: Four-color process \$550; Two spot colors \$350; One spot color \$150.

All ad copy due by the 1st of the month, one month prior to the issue date.

Trim Size: 8" wide x 10.625" tall

Binding: Saddle Stitch

Line Screen: 100 line preferred on inside pages, 150 line on cover pages

Bleeds: 1/8" on all sides of trim size

Margins: Please allow for a minimum of 3/8" between the trim edge and any important text or graphics.

Film: (We no longer accept film, as our files go directly from computer to plate.)

Electronic File Requirements:

We prefer to receive ad files in PDF format if possible, with all fonts embedded. You can either use Acrobat Distiller (please phone first) or Export directly from your layout software to PDF. PDF-x/1a settings would be fine. The easiest method to send files is by uploading to our FTP site. If the ad is a process-color ad, please make sure there are no spot colors involved.

If you wish to send native files, please be sure to send all fonts and graphics used in the document. The magazine is designed in InDesign CS4 on a Mac, but we can also support InDesign CS4 (or older) for PC, and QuarkXPress 7 or older on the Mac or PC. Use of Microsoft Publisher is possible, but strongly discouraged. We also do not support Pages (Apple software) at this time.

If you wish to set up a basic document in Microsoft Word, we can use that as a base from which to redesign the ad. Be aware that extra design charges may apply, in order to make the file useable in InDesign.