

MAGAZINE ADVERTISING



PROFILE

Every year, state lawmakers and their staffs rely on State Legislatures for accurate information. When planning to attend the Legislative Summit, State Legislatures is the tool they use. Veteran exhibitors know the June and July/August issues help draw attendees to their booth while the October/November post-meeting issue keeps your organization in front of lawmakers long after the meeting is over. NCSL research shows that lawmakers spend their summers reading and planning. Advertising in State Legislatures will draw crowds to your booth in Louisville!

BENEFIT

Advertising in State Legislatures allows you to affordably reach every important government leader in the country. Use your ad to invite attendees to your booth and increase awareness at a crucial time of the year. And, even though you'll be meeting with the top legislators in the country, many of the nation's lawmakers won't be in Louisville. This is your opportunity to reach them as well!

CIRCULATION

Total Circulation: 25,663

State Legislators	29%
State Policy Analysts	27%
County Government Executives	27%
Business	6%
Associations	4%
Congress	2%
Press	2%
Other Government	1%
State Legislative Libraries	1%
State Executive Branch Officials	1%

AD RATES

Full-Color Ads

	Full page	2/3 page	1/2 page	1/3 page
1x	\$5145	\$3410	\$3100	\$2775
3x	\$4895	\$2995	\$2710	\$2455
5x	\$4585	\$2845	\$2605	\$2340
10x	\$4115	\$2625	\$2515	\$2175

Black & White Ads

	Full page	2/3 page	1/2 page	1/3 page
1x	\$3745	\$2970	\$2650	\$2305
3x	\$3045	\$2535	\$2245	\$1975
5x	\$2775	\$2380	\$2135	\$1855
10x	\$2605	\$2155	\$2035	\$1685

Two-Color Ads

	Full page	2/3 page	1/2 page	1/3 page
1x	\$4145	\$3370	\$3050	\$2705
3x	\$3445	\$2935	\$2640	\$2375
5x	\$3285	\$2780	\$2535	\$2255

DEADLINES

JUNE ISSUE

Space Reservation: April 23
Ad Materials Due: April 30

JULY/AUGUST ISSUE

Space Reservation: June 11
Ad Materials Due: June 18

OCTOBER/NOVEMBER ISSUE

Space Reservation: September 17
Ad Materials Due: September 24

STATE LEGISLATURES

Magazine Advertising

◆ Issue Month

June July/Aug Oct/Nov

◆ Color _____

◆ Size _____

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Email _____ Phone _____

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Exp. Date _____ Signature _____