

MAGAZINE ADVERTISING



PROFILE

State lawmakers and their staffs rely on *State Legislatures* magazine for accurate information about trends in state actions and innovations in public policy. When planning to attend the Legislative Summit, *State Legislatures* is the key tool they use. Veteran exhibitors know the June and July/August issue help draw attendees to their booth. NCSL research shows that lawmakers spend their summers reading and planning. Advertising in *State Legislatures* will raise your organization's profile and draw crowds to your booth in Seattle.

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 Seattle. This is your opportunity to reach them as well!

CIRCULATION

Total Circulation:	23,318
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%

DEADLINES

JUNE ISSUE

Space Reservation: May 6
Ad Materials Due: May 8

JULY/AUGUST ISSUE

Space Reservation: June 26
Ad Materials Due: June 30

AD RATES

Four-Color Ads

	Full page	2/3 pg	1/2 pg	1/3 pg
1x	\$5565	\$3685	\$3355	\$2995
3x	\$5280	\$3240	\$2930	\$2655
5x	\$4950	\$3080	\$2820	\$2530
10x	\$4450	\$2840	\$2725	\$2170

Black & White Ads

	Full page	2/3 pg	1/2 pg	1/3 pg
1x	\$4050	\$3215	\$2865	\$2495
3x	\$3850	\$3055	\$2720	\$2370
5x	\$3605	\$2860	\$2550	\$2220
10x	\$3240	\$2570	\$2290	\$1995

Covers Full-Color Ad Rates

	Cover 2	Cover 3	Cover 4
1x	\$6820	\$6700	\$6950
3x	\$6480	\$6365	\$6600
5x	\$6070	\$5965	\$6185
10x	\$5455	\$5360	\$5560

STATE LEGISLATURES

Magazine Advertising

Issue Month:

June July/August

Color _____

Size _____

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Email _____ Phone _____

Bill Me Check Enclosed AMEX Mastercard Visa

Account # _____

Exp. Date _____ Signature _____