

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 issue help draw attendees to their booth while the July/August post-meeting issue keeps their 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 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: June 26
Ad Materials Due: July 30

JULY/AUGUST ISSUE

Space Reservation: May 6
Ad Materials Due: May 8

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 _____

PROGRAM ADVERTISING



The NCSL Legislative Summit Program is a pocket-size publication handed to every attendee upon registration in Seattle. It contains details on the meeting schedule, sessions, speakers, exhibitor listings, and an exhibit hall floor plan. The Legislative Summit program is each attendee's calendar of events for the entire conference.

Advertising in the program is the only way to reach every attendee at the Legislative Summit. This is your chance to let them know what's happening at your exhibit booth and where to find you. There are numerous options available to fit your ad size and budget.

ADVERTISING RATES AND POSITIONS

Contact LeAnn Hoff (303-856-1426 or leann.hoff@ncsl.org) for availability. Please note that these are full page, four-color ads. Ad dimensions are 3.5"X8.5".

Cover 2 (inside front cover)	\$2095		
Cover 3 (inside back cover)	\$2075		
Cover 4 (back cover)	\$2195	Full-Page	\$1075
		<i>(placed throughout the program, as appropriate for layout)</i>	
Premier Pages	\$1950		
• 2 positions available		Half-Page	\$630
• Page 4 or 5		3.5"X4.25"	
		<i>(placed throughout the program, as appropriate for layout)</i>	
Daily Pages	\$1675		
• 9 positions available			
• Located at the beginning of the session listing for each day			

ALL ADS MUST BE PROVIDED IN A PDF-X-1a FORMAT.

E-mail to exhibits@ncsl.org

**Ad reservations due: July 1*

**Ad materials due: July 1*

**Legislative Summit
Programs ADS**

Position _____

Rate _____

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Email _____ Phone _____

Bill Me Check Enclosed AMEX Mastercard Visa

Account # _____

Exp. Date _____ Signature _____

EXHIBITOR LOGOS



ORGANIZATION LOGO: 2015 LEGISLATIVE SUMMIT PROGRAM

Add your logo to your exhibitor listing in the 2015 Legislative Summit Program for only \$150.

As an exhibitor at the Legislative Summit, you already receive a complimentary listing in the program. Add a logo to make your listing stand out and capture the attention of conference attendees.

Logo order form due: July 1
Logo materials due: July 1

EXAMPLE

National Conference of State Legislatures
Denver, Colorado
www.ncsl.org
Booth 613



The National Conference of State Legislatures is the bipartisan organization that serves the legislators and staffs of the nation's states, commonwealths and territories.

LOGO SPECIFICATIONS

- * Logo size can be no more than 1" tall by 2" wide.
- * Email electronic version in PDF-x-1a format to exhibits@ncsl.org.
- * **Please note: If your logo is submitted in a format other than PDF-x-1a, we cannot guarantee its resolution.**



EXHIBITOR LOGO

Add logo to Exhibitor Listing

- \$150
- Logo size should be 1" tall x 2" wide
- PDF-X-1a format only
- E-mail electronic version to exhibits@ncsl.org

Name _____
 Company _____
 Address _____
 City _____ State _____ Zip _____
 Email _____ Phone _____
 Bill Me Check Enclosed AMEX Mastercard Visa
 Account # _____
 Exp. Date _____ Signature _____

MAILING LISTS



**Get your exhibit noticed by sending a mailing to
NCSL Legislative Summit attendees.**

With a pre and post show mailing you are sure to get your message across to attendees, drawing greater attention to your booth and organization. NCSL offers the most accurate and up-to-date government mailing lists anywhere.

LIST SELECTIONS

The list of Legislative Summit attendees is sorted into the following categories:

List Type	Estimated Quantity*
Pre-registered state legislators	750
Pre-registered legislative staff	650
Other pre-registered government & public sector	450
Pre-registered private sector	1,000
Guests	500

*Totals are estimated quantities only and final counts will vary.

Attendee Lists Available Beginning July 17.

DETAILS

- Only \$115 per 1,000 names. Add \$75 for formatting. \$115 minimum charge.
- Lists include name, title, and primary mailing address. Email and phone options are available for some lists; please contact exhibits@ncsl.org for more information.
- All lists are furnished on a rental basis and may not be copied, reused or used by anyone other than the original renter.
- Before your lists are delivered, NCSL must receive a sample piece of your mailing.
- NCSL reserves the right to refuse to provide lists that would be used to mail materials that, in the judgment of NCSL, are unsuitable.
- Lists are sent via email in an Excel document.

Mailing Lists

- Pre-Registered Legislators
- Pre-Registered Legislative Staff
- Pre-Registered Government & Public Sector
- Pre-Registered Private Sector
- Pre-Registered Guest

Name _____
 Company _____
 Address _____
 City _____ State _____ Zip _____
 Email _____ Phone _____
 Bill Me Check Enclosed AMEX Mastercard Visa
 Account # _____
 Exp. Date _____ Signature _____

PROMOTIONS PACKAGES



Money saving promotional packages allow you to maximize your efforts to draw lawmakers and other important decision makers to your exhibit booth. Customize your outreach by choosing the package that best fits your needs.

SPACE NEEDLE PACKAGE

- One full-page ad in either the June or July/August issue of *State Legislatures* magazine.
- One full-page ad in the NCSL Legislative Summit program.
- A complete mailing list of all pre-registered attendees including all legislators and legislative staff.
- Logo included with exhibitor listing in the Legislative Summit program.

- Four-Color Option
\$6,995 (you save \$605)
- Black & White Option
\$5,300 (you save \$300)

MOUNT RAINIER PACKAGE

- One full-page ad in the June issue of *State Legislatures* magazine.
- One full-page ad in the July/August issue of *State Legislatures* magazine.
- One full-page ad in the NCSL Legislative Summit Program.
- A complete mailing list of all pre-registered attendees including all legislators and legislative staff.
- Logo included with exhibitor listing in the Legislative Summit program.

- Four-Color Option
\$11,995 (you save \$685)
- Black & White Option
\$9,150 (you save \$500)



Promotional Packages

- Space Needle Four-Color \$6,995
- Space Needle B&W \$5,300
- Mount Rainier Four-Color \$11,995
- Mount Rainier B&W \$9,150

Name _____
 Company _____
 Address _____
 City _____ State _____ Zip _____
 Email _____ Phone _____
 Bill Me Check Enclosed AMEX Mastercard Visa
 Account # _____
 Exp. Date _____ Signature _____