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

<table>
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<th>Full page 2/3 pg</th>
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Black & White Ads

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Covers Full-Color Ad Rates

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<th>Cover 4</th>
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State Legislatures

Magazine Advertising

<table>
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<tr>
<th>Issue Month:</th>
<th>Color</th>
<th>Size</th>
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<tr>
<td>☐ June</td>
<td></td>
<td></td>
</tr>
<tr>
<td>☐ July/August</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Name________________________
Company______________________
Address_______________________
City__________________________
State________________________
Zip__________________________
Email________________________
Phone________________________
☐ Bill Me ☐ Check Enclosed ☐ AMEX ☐ Mastercard ☐ Visa
Account #____________________
Exp. Date____________________
Signature____________________

Mail or fax to: LeAnn Hoff, NCSL, 7700 E. First Place, Denver, CO 80230; Fax: 303-856-2532; Phone: 303-856-1426; Email: leann.hoff@ncsl.org
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
- **Premier Pages**
  - 2 positions available
  - Page 4 or 5
  - $1950
- **Daily Pages**
  - 9 positions available
  - Located at the beginning of the session listing for each day
  - $1675

- **Full-Page**
  - $1075
  - (placed throughout the program, as appropriate for layout)

- **Half-Page**
  - 3.5"x4.25"
  - $630
  - (placed throughout the program, as appropriate for layout)

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**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

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**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**

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Mail or fax to: NCSL Exhibits, 7700 E. First Place, Denver, CO 80230; Fax: 303-364-7800; Phone: 303-856-1426; Email: leann.hoff@ncsl.org
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________

Mail or fax to: NCSL Exhibits, 7700 E. First Place, Denver, CO 80230; Fax: 303-364-7800; Phone: 303-856-1426; Email: rebekha.hufford@ncsl.org
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:

<table>
<thead>
<tr>
<th>List Type</th>
<th>Estimated Quantity*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-registered state legislators</td>
<td>750</td>
</tr>
<tr>
<td>Pre-registered legislative staff</td>
<td>650</td>
</tr>
<tr>
<td>Other pre-registered government &amp; public sector</td>
<td>450</td>
</tr>
<tr>
<td>Pre-registered private sector</td>
<td>1,000</td>
</tr>
<tr>
<td>Guests</td>
<td>500</td>
</tr>
</tbody>
</table>

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

**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.

Attendee Lists Available Beginning July 17.

Mail or fax to: NCSL Exhibits, 7700 E. First Place, Denver, CO 80230; Fax: 303-364-7800; Phone: 303-856-1426; Email: rebekha.hufford@ncsl.org
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 exhibit 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 exhibit listing in the Legislative Summit program.

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

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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

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