



# GOVERNMENT HANDBOOK 2020

## AD RESERVATIONS

Reservations are due by **January 3, 2020** with ad artwork by **January 17, 2020**.

- A GOVERNMENT HANDBOOK SPONSOR — SOLD**
  - ▶ Logo on front cover ▶ Four-color ad on outside back cover
  - ▶ Color ads on section divider pages ▶ 50 Handbooks
- A INSIDE FRONT OR INSIDE BACK COVER — SOLD**
  - ▶ Color ad on Inside Front or Inside Back Cover ▶ 25 Handbooks
- B FULL PAGE AD — \$1350 bw | \$1500 color**
  - ▶ Full page ad in section (Federal/State/Local) of your choice
  - ▶ Ten copies of Handbook
- C HALF PAGE AD — \$650 bw | \$800 color**
  - ▶ Half Page ad in section (Federal/State/Local) of your choice
  - ▶ Five copies of Handbook
- D QUARTER PAGE AD — \$350 bw | \$500 color**
  - ▶ Quarter Page ad in section (Federal/State/Local) of your choice
  - ▶ Two copies of Handbook

## AD REQUIREMENTS

Preferred format: High resolution PDF/300 ppi; CMYK or grayscale.  
Or...we can assist you in the preparation of your message.

## QUESTIONS?

Contact Cathy at (818) 817-0545 or email [cathy@vica.com](mailto:cathy@vica.com).

**A**

**Safety Area:**  
3.25" wide x 5.75" tall

**Trim:**  
4" wide x 6.5" tall

**Bleed:**  
5" wide x 7.5" tall

**All ad dimensions are listed width x height**

**B**

3.25" x 5.75"

**C**

3.25" x 2.75"

**D**

3.25" x 1.25"