



GOVERNMENT HANDBOOK 2018

AD RESERVATIONS

Reservations are due by **January 5, 2018** with ad artwork by **January 19, 2018**.

- A GOVERNMENT HANDBOOK SPONSOR — \$7500**
 - ▶ 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 — \$3000**
 - ▶ 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 Helene Chemel at (818) 817-0545 or email helene@vica.com.

A

Safety Area:
3.25" wide x
5.75" tall

Trim:
4" wide x
6.5" tall

Bleed:
4.25" wide x
6.75" 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"