



# GOVERNMENT HANDBOOK 2018

## AD RESERVATIONS

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

### 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 Helene Chemel at (818) 817-0545 or email [helene@vica.com](mailto: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"