

GOVERNMENT  
HANDBOOK

2021

**AD RESERVATIONS**

Reservations are due by **January 8, 2021** with ad artwork by **January 22, 2021**.

**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"