



 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.

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"