



GOVERNMENT HANDBOOK 2020

AD RESERVATIONS

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

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 — **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"