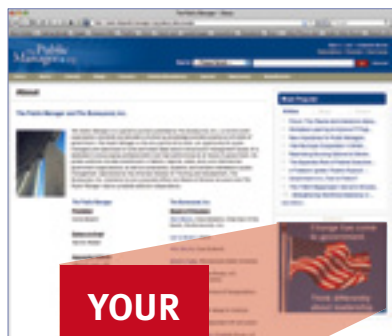
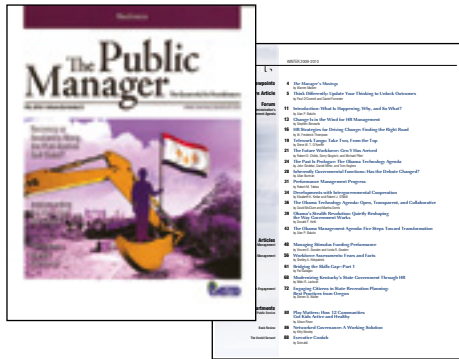


The Public Manager

2012 Standard Schedule & Rates



**YOUR
AD**

Print Rates and Specs

PREMIUM POSITIONS	1x	4x ANNUAL
Back Cover (7" x 10")*	\$2,750	\$9,000
Inside Front Cover (7" x 10")*	\$2,100	\$6,750
Inside Back Cover (7" x 10")*	SOLD	SOLD
Page 1 (7" x 9.625")	\$1,900	\$6,000
Full Page (7" x 9.625")	\$1,600	\$5,100
Half Page horizontal (7" x 4.75")	\$1,200	\$4,200

*Ads in cover positions may be submitted as full-bleed if desired. Size for full-bleed cover ads is 8.625" x 11.125" including 0.125" bleed area. Trim size of publication is 8.375" x 10.875".

Schedule

ISSUE	SPRING	SUMMER	FALL	WINTER
Space Reservation	Jan. 11	Apr. 11	July 6	Oct. 10
Copy and Art	Jan. 18	Apr. 18	July 13	Oct. 17
Publication Date	March 15	June 15	Sept. 15	Dec. 15

Web Banners on www.thepublicmanager.org

SIZE	MONTHLY	QUARTERLY	ANNUAL
336 x 280 px	\$750	\$1,800	\$6,000

Enewsletter Advertising

SIZE	MONTHLY	QUARTERLY	ANNUAL
120 x 320 px	\$750	\$1,800	\$6,000

Advertising Contact

For Clients in South & West USA:

Ben Ledyard, Vice President, Sales • 410-584-1973 • bledyard@networkmediapartners.com
or **Katy Lewis**, Account Executive • 410-584-8485 • klewis@networkmediapartners.com

For Clients in Midwest & Northeast USA:

Mark Stout, Account Executive • 410-584-1988 • mstout@networkmediapartners.com

A printed proof should accompany all submitted artwork.

Do NOT include printer's marks (crop marks, registration marks, etc) in the file submission. If you are concerned that we will not know where your ad should be cropped, include crop marks on the printed proof and we will ensure that your ad is placed properly. Do NOT include a bleed with fractional ads.

Please supply only a print-ready PDF file. We cannot accept any native application file formats (no Word, InDesign, Publisher, etc) or any other file format. PDF must be a hi-res, print-ready file. All raster images should be 300 dpi. All fonts must be embedded.

Color: Color ads must use CMYK color only. RGB color or spot colors (such as Pantone colors) are NOT acceptable.

The publisher will not be held responsible for color running incorrectly if a digital color proof is not submitted by the advertiser. A digital color proof (Matchprint or Iris) should be submitted at 100% ad size. Laser or inkjet proofs are acceptable for content only, but cannot be used to guarantee color.

Submitting files:

Go to www.NetworkMediaPartners.com/upload to submit files.

You may also upload to our FTP at ftp://network:*submit*@ftp.networkmediapartners.com, or submit a CD. Submitted media will not be returned unless requested.

Send hard copy proof (and disk, if submitting by CD) to:

Megan Lebo
Network Media Partners, Inc.
Executive Plaza I, Suite 900
11350 McCormick Road, Hunt Valley, MD 21031

410-584-1907
mlebo@networkmediapartners.com