

The Alabama Municipal Journal

Print Advertising Specifications



ALM Can Help Your Message Reach Alabama's Municipal Leaders!

The Alabama Municipal Journal is the official publication of the Alabama League of Municipalities, the statewide association of more than 450 city and town governments. As a benefit of League membership, our magazine is distributed to mayors, councilmembers, city clerks, municipal attorneys, municipal judges and administrative support personnel. It is also sent to members of the state legislature, members of the Alabama congressional delegation, constitutional officers, heads of state agencies and numerous subscribers. The total circulation of *The Alabama Municipal Journal* is approximately 4,000 per issue. Subscriptions are only \$26 per year! Visit us online at www.almonline.org to find out more about the League.

Advertisement Requirements:

The ad sizes and prices are listed in the chart below. All advertisement insertions for *The Alabama Municipal Journal* must be submitted by the appropriate due date, in the following digital format:

- High resolution, print optimized PDF with all fonts and images embedded;
- Crop marks and/or bleed marks for the edges of the ad;
- Full Color Process - CMYK;
- No spot colors or RGB mixes. Spot colors or RGB mixes will be converted and may result in unexpected changes to the ad.

Final Ad Approval:

The Alabama League of Municipalities retains full editorial control over *The Alabama Municipal Journal* and reserves the right to reject any advertising copy or graphic prepared and/or submitted for publication. Ad availability is based on a first come, first served basis. Advertising agency commissions will not be accepted.

Scan this QR code to view
[*The Alabama Municipal Journal Archives*](#)



Scan this QR code for
the [**Print Advertising Insertion Form**](#)



Ad Size	Price*	Trim Size (Final Dimensions)	Bleed Size (Rough Dimensions)	Notes
Half Page Ad	\$800	7.25W x 5" H	NA	Any Full Page or Double Page ad that bleeds (prints past the edge of the page) requires an additional .125" on all sides to accommodate the final trim size. Click on the Trim Size dimensions to download the provided ad template for detailed instructions. *\$50 discount per ad insertion and one free annual subscription, if ads are placed in all four issues of the magazine per year.
Full Page Ad	\$1,600	8.5" W x 11"H	8.75"W x 11.25"H	
Double Page Spread	\$4,000	17"W x 11"H	17.25"W x 11.25"H	