

# DES MOINES

MARKET TO YOUR NEIGHBORHOOD

CITY CURRENTS



Owned and edited by the City of Des Moines, *City Currents* is specifically designed to help the city communicate with its residents. It features articles, events and activities, as well as *Rec 'n Roll*, the Des Moines Parks, Recreation and Senior Services' guide to classes and activities. In addition to being mailed, it is also distributed at the farmer's market and city-sanctioned events—making it an effective advertising tool for local businesses.

- 32,000 residents
- Four times a year
- Four colors
- Glossy

## AD RATES (Rates per issue)

	1x	2x	4x
Premium Spread*	\$2,750	\$2,480	\$2,340
Spread*	2,475	2,230	2,105
Outside Back Cover*	2,295	2,065	1,950
Inside Back Cover*	2,065	1,855	1,755
Inside Front Cover*	2,065	1,855	1,755
Full Page*	1,375	1,240	1,170
1/2 Page	915	825	780
1/3 Page	610	550	520
1/6 Page	365	330	315

## Non-Resident Rates (Rates per issue)

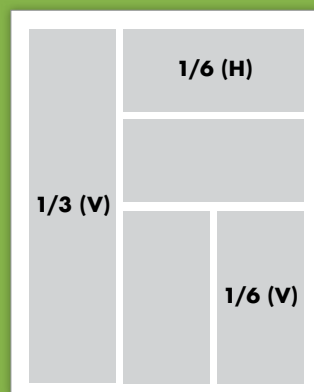
	1x	2x	4x
Premium Spread*	\$3,850	\$3,470	\$3,270
Spread*	3,465	3,125	2,945
Outside Back Cover*	3,210	2,890	2,730
Inside Back Cover*	2,890	2,600	2,455
Inside Front Cover*	2,890	2,600	2,455
Full Page*	1,925	1,735	1,635
1/2 Page	1,285	1,155	1,090
1/3 Page	855	770	725
1/6 Page	510	460	440

Ad Design & Production  
(Includes three revisions.  
Additional charges will apply thereafter)

**\$100**

## AD SIZES (width x height)

Spread*	16.75" x 10.875" (trim) (gutter - 0.75")		
Full page*	8.375" x 10.875" (trim)		
1/2 page	7.25" x 4.81"		
1/3 page	SQ: 4.75" x 4.81"	V: 2.25" x 9.625"	
1/6 page	V: 2.25" x 4.81"	H: 4.75" x 2.25"	



\* **BLEED ADS:** For full-page and spread ads, please add 0.125" bleed around trim size; keep text 0.25" away from the trim edge.

## Ad Specifications

High-resolution PDFs. 300dpi resolution, colors converted to CMYK, all fonts embedded.

## 2020/21 Publishing Schedule

### WINTER 2020

Advertising Space Deadline: Oct. 30  
Materials Deadline: Nov. 6  
Mails: Nov. 23

### SPRING 2021

Advertising Space Deadline: Feb. 26  
Materials Deadline: Mar. 5  
Mails: March 22

### SUMMER 2021

Advertising Space Deadline: Apr. 30  
Materials Deadline: May 7  
Mails: May 24

### FALL 2021

Advertising Space Deadline: Aug. 13  
Materials Deadline: Aug. 20  
Mails: Sept. 7

### WINTER 2021

Advertising Space Deadline: Oct. 29  
Materials Deadline: Nov. 5  
Mails: Nov. 22

## CONTACT

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Des Moines City Currents is published by Colibri Northwest, LLC, [www.colibrinw.com](http://www.colibrinw.com) for the City of Des Moines.

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## Des Moines and region

Residents: 32,000+

## Normandy Park

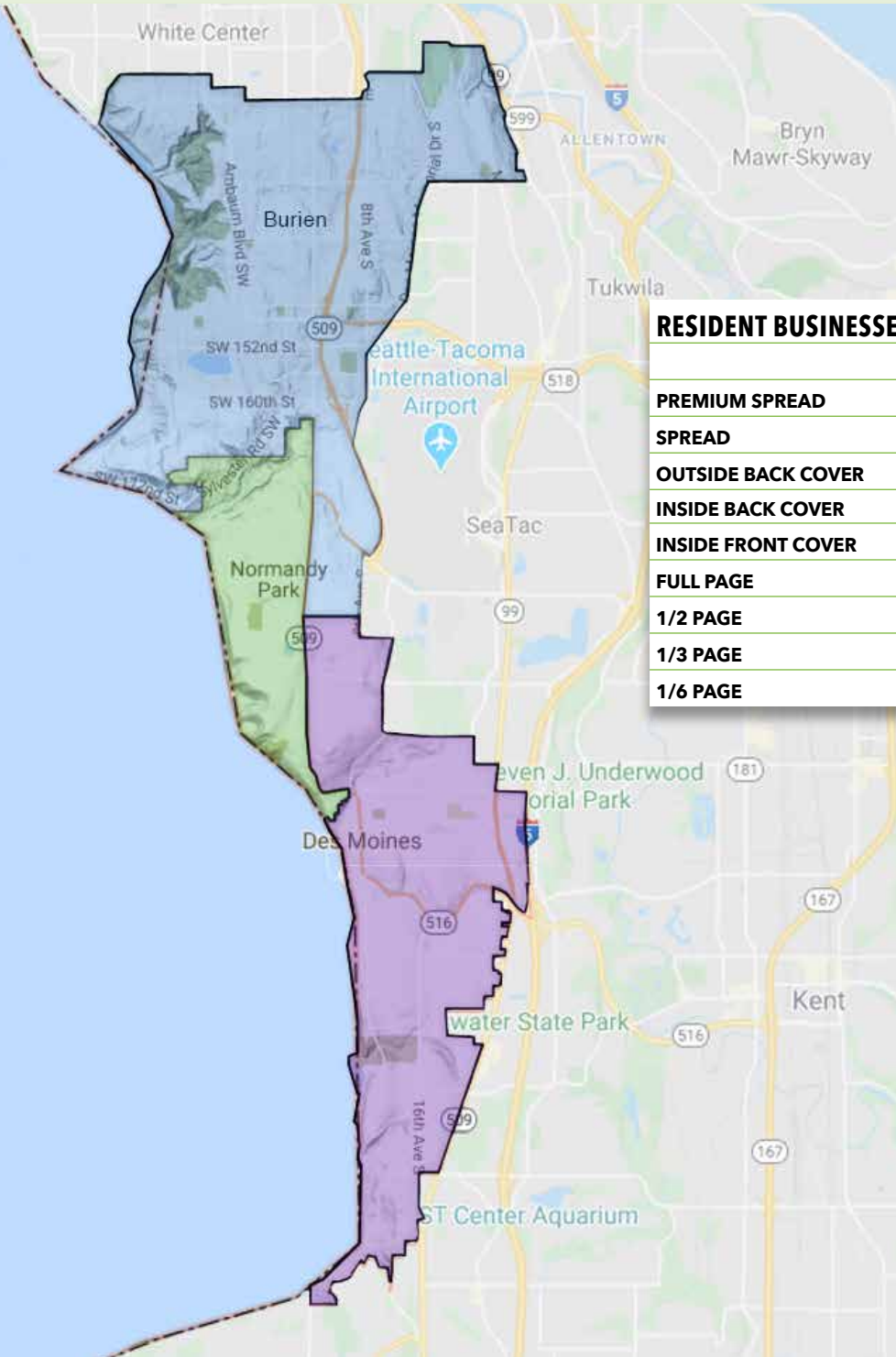
Residents: 6,700

## Burien and region

Residents: 50,000+

**Des Moines City Currents readers are young, family-oriented and active!**

Under 18..... 15.5%  
 18-34 years..... 24%  
 35-54 years..... 27%  
 55-64 ..... 12.8%  
 65+ ..... 16.8%  
 Median Age ..... 41



### RESIDENT BUSINESSES (per resident per cents pricing)

	1x	2x	4x
<b>PREMIUM SPREAD</b>	9.2¢	8.3¢	7.8¢
<b>SPREAD</b>	8.3	7.4	7.0
<b>OUTSIDE BACK COVER</b>	7.7	6.9	6.5
<b>INSIDE BACK COVER</b>	6.9	6.2	5.9
<b>INSIDE FRONT COVER</b>	6.9	6.2	5.9
<b>FULL PAGE</b>	4.6	4.1	3.9
<b>1/2 PAGE</b>	3.1	2.8	2.6
<b>1/3 PAGE</b>	2.0	1.8	1.7
<b>1/6 PAGE</b>	1.2	1.1	1.0

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