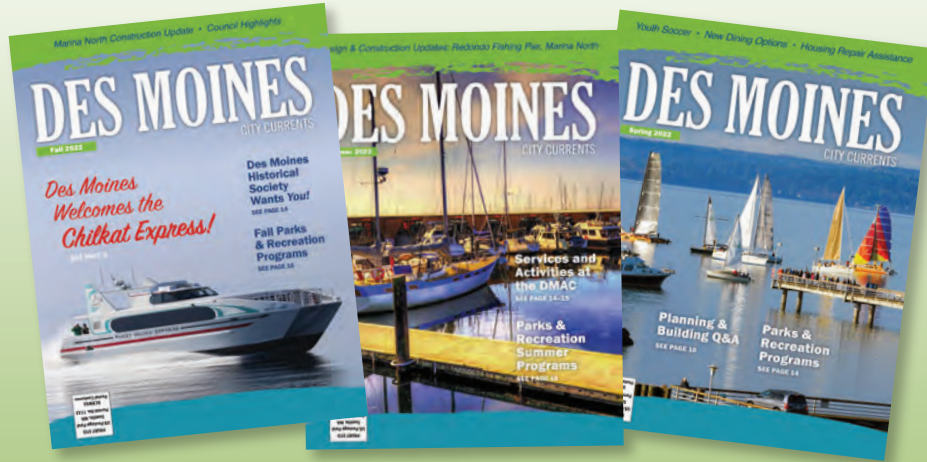


DES MOINES

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*	\$2,890	\$2,600	\$2,450
Spread*	2,600	2,350	2,200
Outside Back Cover*	2,400	2,150	2,000
Inside Back Cover*	2,150	1,950	1,850
Inside Front Cover*	2,150	1,950	1,850
Full Page*	1,450	1,300	1,230
1/2 Page	950	875	820
1/3 Page	650	575	550
1/6 Page	390	350	325

Non-Resident Rates (Rates per issue)

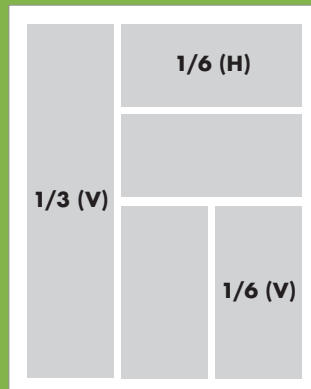
	1x	2x	4x
Premium Spread*	\$3,850	\$3,470	\$3,270
Spread*	3,465	3,125	2,945
Outside Back Cover*	3,210	2,890	2,730
Inside Back Cover*	2,890	2,600	2,455
Inside Front Cover*	2,890	2,600	2,455
Full Page*	1,925	1,735	1,635
1/2 Page	1,285	1,155	1,090
1/3 Page	855	770	725
1/6 Page	510	460	440

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.

2023/24 Publishing Schedule

SPRING 2023

Advertising Space Deadline: Mar. 3
Materials Deadline: Mar. 10
Mails: Mar. 28

SUMMER 2023

Advertising Space Deadline: Apr. 28
Materials Deadline: May 5
Mails: May 23

FALL 2023

Advertising Space Deadline: Aug. 11
Materials Deadline: Aug. 18
Mails: Sept. 6

WINTER 2024

Advertising Space Deadline: Oct. 27
Materials Deadline: Nov. 3
Mails: Nov. 21

 COLIBRI Northwest

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Des Moines City Currents is published by Colibri Northwest, LLC, www.colibrinw.com for the City of Des Moines.