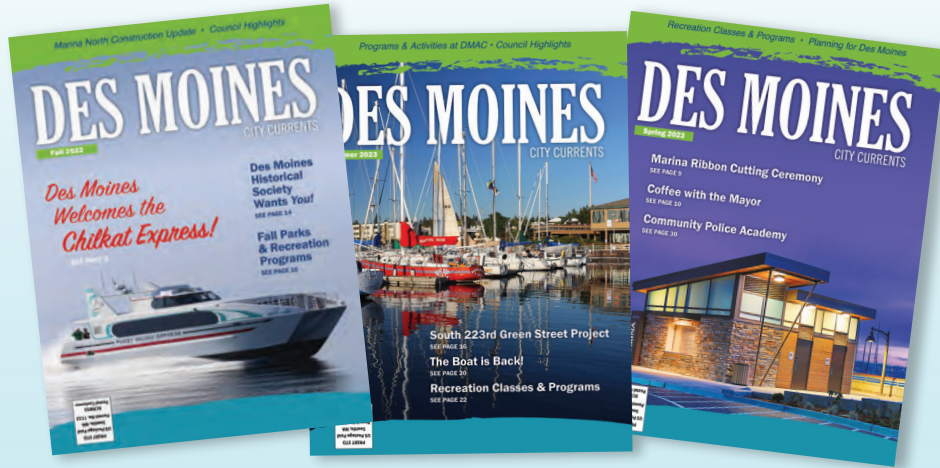


DES MOINES

MARKET TO YOUR NEIGHBORHOOD

CITY CURRENTS



2024 MEDIA KIT

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*	\$3,000	\$2,700	\$2,600
Spread*	2,700	2,450	2,300
Outside Back Cover*	2,500	2,300	2,100
Inside Back Cover*	2,200	2,000	1,900
Inside Front Cover*	2,200	2,000	1,900
Full Page*	1,500	1,300	1,200
1/2 page	990	920	850
1/3 page	685	600	575
1/6 page	410	370	340

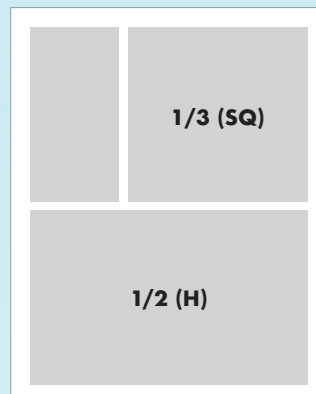
Non-Resident Rates (Rates per issue)

	1x	2x	4x
Premium Spread*	\$4,000	\$3,600	\$3,400
Spread*	3,600	3,300	3,100
Outside Back Cover*	3,300	3,000	2,850
Inside Back Cover*	3,000	2,850	2,600
Inside Front Cover*	3,000	2,850	2,600
Full Page*	2,000	1,800	1,700
1/2 page	1,350	1,200	1,100
1/3 page	900	800	760
1/6 page	500	485	450

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.

2024/25 Publishing Schedule

SPRING 2024

Advertising Space Deadline: Jan. 26
Materials Deadline: Feb. 2
Mails: Feb. 20

SUMMER 2024

Advertising Space Deadline: Apr. 26
Materials Deadline: May 3
Mails: May 20

FALL 2024

Advertising Space Deadline: Aug. 2
Materials Deadline: Aug. 9
Mails: Aug. 26

WINTER 2024

Advertising Space Deadline: Oct. 25
Materials Deadline: Nov. 1
Mails: Nov. 18

 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.