

# CONNECTICUT Town&City

**CONNECTICUT TOWN & CITY** is a digital and print magazine, published quarterly for Connecticut municipal officials as the official publication of the Connecticut Conference of Municipalities (CCM).

**Readership Circulation:** 16,000 — Including Connecticut’s town and city officials, mayors, first selectmen, town and city managers, council members, purchasing agents, finance directors, boards of finance, public works directors, parks and recreation directors, engineers, school superintendents, town and city clerks, assessors, tax collectors, personnel directors, other elected and appointed local government and state officials.

**Content:** State-local legislative issues, CCM and CIRMA organizational news, and innovations in municipal government covering a wide range of services (including education) provided by CT local government.

## Advertising Rates

	SPACE SIZES IN INCHES		RATES PER INSERTION*		
	Width	Height	1-2	3-4	Full Year
Full page (back cover)	8.5"	11"	\$1,495	\$1,295	
Full page (inside cover)	7.5"	10"	\$1,295	\$1,095	
Full page	7.5	10"	\$1,195	\$995	
1/2 page (h)	7.5"	4.75"	\$995	\$795	
1/2 page (v)	3.5"	10"	\$995	\$795	
1/4 page	3.5"	4.75"	\$795	\$595	
Page Three (premium)	3.25"	2"	\$595	\$395	
Business Card	3.25"	2"			\$400

**SPONSORSHIPS:** Section sponsorships are \$2000 for four (4) issues. Your logo and website will appear at the top of your chosen section each issue, and you will be able to submit articles for consideration. The Sections to choose from are: Civic Amenities, Civic Pride, Education, Economic Development, Energy, Environment, Governance, Health, Public Safety, and Technology. Sponsors logo and any submitted articles (that meet standards for publication) in the digital edition will be linked to sponsors website.

**DISCOUNTS:** Non-profit advertisers receive the 3-4 rate regardless of frequency. CCM Municipal Business Associates receive additional discounts.

## ISSUES & DEADLINES 2024

	Edition	Reserve Space By	Materials Due By
Issue #1	Spring	March 1	March 15
Issue #2	Summer	June 1	June 15
Issue #3	Fall	September 1	September 15
Issue #4	Winter	November 15	November 30

**ACCEPTED FILE FORMAT:** Only high-resolution PDF, .jpg, or .tiff files accepted. 72-dpi images pulled from websites are not acceptable. All ads must be sized properly. CCM is not responsible if the submitted ad needs to be resized to fit. Only full page ads can accommodate full bleed on all sides. Please do not create a bleed on partial-page ads.

**CANCELLATIONS:** Cancellations are not accepted after space closing date.

**ADVERTISING APPROVAL:** All advertising is subject to publisher’s approval and agreement by the advertiser and agency to indemnify and protect the publisher from and against any claims, loss, liability, or expense, including reasonable attorney’s fees, arising out of publication of such advertisement. Advertisements or copy having the appearance of editorial material must have the word “advertisement” printed above. Please see terms and conditions.



For more information contact Christopher Gilson, Communications Assistant, at (203) 498-3067. Rates effective: January 1, 2024

\*CCM’s Municipal Business Associates receive discounts on advertising.

**Full page - (back cover)**  
8.5" (w) x 11" (h)

**Full page - (inside cover)**  
7.5" (w) x 10" (h)

**Full page - 7.5" (w) x 10" (h)**

**Half page vertical**  
3.50" (w) x 10" (h)

**Half page horizontal**  
7.5" (w) x 4.75" (h)

CONNECTICUT  
**Town&City**

Full page - (back cover) 8.5" (w) x 11" (h)  
Full page - (inside cover) 7.5" (w) x 10" (h)  
Full page - 7.5" (w) x 10" (h)

Half page horizontal - 7.5" (w) x 4.75" (h)  
Half page vertical - 3.50" (w) x 10" (h)

Quarter page - 3.50" (w) x 4.75" (h)

Business Card - 3.25" (w) x 2" (h)

**1/4 page**  
**3.50" (w) x 4.75" (h)**

**MUNICIPAL MARKETPLACE**

**Business Card**  
3.25" (w) x 2" (h)



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# CONNECTICUT Town & City

## 2024 ADVERTISING INSERTION CONTRACT

Date \_\_\_\_\_

Please sign and return one copy to:

Connecticut Conference of Municipalities  
Christopher Gilson, Communications Assistant  
545 Long Wharf Drive  
New Haven, CT 06511

Telephone: (203) 498-3067  
Fax: (203) 498-5808  
Email: cgilson@ccm-ct.org

You are hereby authorized to insert the following series of advertisements in **Connecticut Town & City**

ISSUE OF INSERTION(S)    AD SIZE \_\_\_\_\_    NUMBER OF INSERTIONS (1-4) \_\_\_\_\_

Issue #1 \_\_\_\_\_

Issue #2 \_\_\_\_\_

Issue #3 \_\_\_\_\_

Issue #4 \_\_\_\_\_

RATE OF INSERTION: \_\_\_\_\_ \$ \_\_\_\_\_

**Notes:** \_\_\_\_\_

**Total Cost** \$ \_\_\_\_\_

Name of Company \_\_\_\_\_

Street Address \_\_\_\_\_

City and State \_\_\_\_\_ Zip Code \_\_\_\_\_

Contact Person \_\_\_\_\_ Phone \_\_\_\_\_

Ad Agency (if applicable) \_\_\_\_\_

Address \_\_\_\_\_

E-mail Address \_\_\_\_\_

Please check that you have read and accepted the terms and conditions.

Signature \_\_\_\_\_ Title \_\_\_\_\_

Pay by Credit Card (MC, VISA, DISCOVER, AMEX)

Pay by Check

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ CVV Code \_\_\_\_\_

Name on Card \_\_\_\_\_

CVV Code is 3 digit code for MC, VISA, and Discover. 4 digit code is for AMEX.

Cardholder \_\_\_\_\_ Address \_\_\_\_\_

City and State \_\_\_\_\_ Zip Code (required) \_\_\_\_\_

Authorized Signature \_\_\_\_\_

Print Name \_\_\_\_\_ Title \_\_\_\_\_



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# CONNECTICUT Town & City

## Terms & Conditions of Advertising in CCM Publications

The Connecticut Conference of Municipalities, publisher of *Connecticut Town & City*, reserves the right to reject advertising that it deems unsuitable, or from advertisers of questionable credit or trade standing.

These terms apply to requests for placement of advertisements in CCM publications.

### No advertisements shall be accepted which appear to:

1. Contain false, misleading, or deceptive statements, claims or implications;
2. Disparage or attack the products, services, or reputation of another person, company, organization, or association;
3. Contain offensive or obscene statements;
4. Contain endorsements or solicitations for or by political candidates or organizations;
5. Violate any law or statute;
6. Be inconsistent with or contrary to policy positions taken by the Connecticut Conference of Municipalities Board;
7. Promote products and/or services which compete with the fee-based products/services offered by the Connecticut Conference of Municipalities to its membership.

CCM reserves the right to label any advertisement as such; e.g., "Paid Advertisement," or the like, and/or to indicate by label that the message portrayed does not reflect the support, endorsement, or position of the Connecticut Conference of Municipalities.

Advertising that simulates editorial content will be plainly marked "advertisement" in type line above or below insertion.

Advertisers and/or Municipal Business Associates do not participate in determining CCM's business or policy. The policies are set by its municipal members and its Board of Directors in accordance with the organization's bylaws.

Advertisers and/or Municipal Business Associates cannot be deemed as representatives of CCM, nor may they present themselves as such.

CCM's Executive Director reserves the right to rescind any advertisement in CCM publications, without refund of advertising fees, if any of the above conditions are not met.

All charges are due and payable within 30 days. No refunds are given after insertion order and payment is processed, only credit for advertising in specified CCM publications, within the same calendar year. No ad will be accepted or printed for any account with an unpaid balance more than 60 days old.



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Email: cgilson@ccm-ct.org

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### SECTION OF SPONSORSHIP:

- Civic Amenities     Civic Pride     Education     Economic Development     Energy
- Environment     Governance     Health     Public Safety     Technology

**Notes** \_\_\_\_\_

**Total Cost** \$ \_\_\_\_\_

Name of Company \_\_\_\_\_

Street Address \_\_\_\_\_

City and State \_\_\_\_\_ Zip Code \_\_\_\_\_

Contact Person \_\_\_\_\_ Phone \_\_\_\_\_

Ad Agency (if applicable) \_\_\_\_\_

Address \_\_\_\_\_

E-mail Address \_\_\_\_\_

Please check that you have read and accepted the terms and conditions.

Signature \_\_\_\_\_ Title \_\_\_\_\_

Pay by Credit Card (MC, VISA, DISCOVER, AMEX)

Pay by Check

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ CVV Code \_\_\_\_\_

CVV Code is 3 digit code for MC, VISA, and Discover. 4 digit code is for AMEX.

Name on Card \_\_\_\_\_

Cardholder \_\_\_\_\_ Address \_\_\_\_\_

City and State \_\_\_\_\_ Zip Code (required) \_\_\_\_\_

Authorized Signature \_\_\_\_\_

Print Name \_\_\_\_\_ Title \_\_\_\_\_