



## Advertising Rates

	1X	6X	12X	18X
Full Page	\$12,960	\$11,560	\$10,620	\$9,980
Half Page	\$10,370	\$9,330	\$8,510	\$7,960
1/4 Page	\$7,900	\$6,950	\$6,250	\$5,950

## Color Rates (in addition to standard rates)

Four-color (per page or portion)	\$1,735
Four-color Spreads	\$2,530
Custom PMS Color	\$1,325
Match Color	\$1,150

### For production questions, contact:

**Joel Heart**, Production Manager  
 100 Blue Ravine Road, Folsom, CA 95630  
 Phone: 916.932.1456, Fax: 916.932.1470  
[jheart@govtech.com](mailto:jheart@govtech.com)

## Special Positioning

	1X	6X	12X
Back Cover*	\$19,230	\$17,280	\$15,835
Inside Front Cover*	\$17,755	\$16,270	\$14,885
Inside Back Cover*	\$17,165	\$15,460	\$13,930

Note: All rates gross. \*Includes four-color process.

## Publication Schedule

	Space Close	Materials Due
February	January 11	January 17
April	March 11	March 17
June	May 7	May 13
August	July 8	July 14
October	September 8	September 12
December	November 7	November 14

## Mechanicals

Diagrams indicate size only, not positioning. Half page, 1/3 page ads may be combined on a single page. Mechanical specifications can be found online at [www.public-cio.com/mechanicals](http://www.public-cio.com/mechanicals).

full page spread trim: 18" W x 10 3/4" H bleed: 18 1/4" W x 11" H live: 17 1/4" W x 10" H	full page trim: 9" W x 10 3/4" H bleed: 9 1/4" W x 11" H live: 8 1/4" W x 10" H	1/4 page 4 1/8" W x 5" H	half page horizontal 8 1/2" W x 5" H	half page vertical 4 1/8" W x 10 1/4" H
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