

Working smarter, not harder.

Paper, printing, and postage rates keep climbing, so we're fighting back. Starting in 2018, *UAC Magazine* will be a quarterly publication, with four issues per year instead of six. Don't worry - each issue will still be packed with all the great information that makes *UAC Magazine* a favorite member benefit.

What does this mean for you?

Now for the best part: your annual advertising budget for *UAC Magazine* just went down 18%!

We're saving money by printing/mailling fewer issues per year and passing savings along to you. Plus, now you get more for your advertising dollar with these new bonuses:

- ▶ **Advertiser directory in each issue.** Each issue will have a directory with the advertiser, their website, and the page where their ad can be found.
- ▶ **Member contact lists.** UAC members will receive a current member contact list after each ad invoice is paid.
- ▶ **Free web ads with full-year full-page ad contract.** UAC members will have a complimentary banner ad on UAC's website for the 12-month period when their full-page ad is running in *UAC Magazine*.
- ▶ **UGA article sponsorships.** Take advantage of this new option for even more exposure. Sponsor an article written by a UGA expert and receive a full-page ad placed with the article plus your logo on the article itself.
- ▶ **No charge for inserts.** UAC members who place full-page ads can now have their inserts included with that issue's mailing at no additional cost. Just send your inserts to our printer and we'll take care of the rest.

2018 *UAC Magazine* advertising rates and schedule

Ad size	Camera-ready art sizes	Business-level UAC members		Others		
		black & white	color	black & white	color	
Full page (<i>covers subject to availability</i>)						
• Outside back cover (OBC)*	7.5 in. x 10 in. (portrait only)	n/a	\$738	n/a	n/a	
• Inside front cover (IFC)*	7.5 in. x 10 in. (portrait only)	n/a	\$645	n/a	n/a	
• Inside back cover (IBC)*	7.5 in. x 10 in. (portrait only)	n/a	\$645	n/a	n/a	
• Interior of magazine (FPI)	7.5 in. x 10 in. (portrait only)	\$400	\$584	\$554	\$738	
• Interior/UGA article (UGA)	7.5 in. x 10 in. (portrait only)	n/a	\$884	n/a	n/a	
1/2 page	7.5 in. x 5 in. (landscape only)	\$277	\$430	\$400	\$584	
1/4 page	3.75 in. x 5 in. (portrait only)	\$246	\$369	\$338	\$461	

Publication schedule

- Winter (Jan/Feb/Mar)**art due November 10**
- Spring (Apr/May/Jun)**art due February 10**
- Summer (Jul/Aug/Sep).....**art due May 10**
- Fall (Oct/Nov/Dec).....**art due August 10**

Submit artwork by art due date to Kathy Johnson via email: kathy@georgiauac.com

Frequency discount

- 10% discount for four-issue commitment in 12-month period, for current business-level UAC members only.

Questions? Call 800.687.6949, email kathy@georgiauac.com or visit urbanagcouncil.com/marketing