

## Politics. Policy. Personalities. Reach the Most Influential Leaders in New York City and State.

Utilize **City Hall** as a cost-effective venue to enhance and reinforce your organization's lobbying and advocacy campaigns.

**City Hall** covers the public officials, lobbyists, unions, staffers and issues which shape New York City and State. Coupled with its regularly-updated companion website, [CityHallNews.com](http://CityHallNews.com), **City Hall** provides the substantive analysis of policy and politics often missing in other coverage. The paper also covers the lighter side of political life, with articles about celebrities of interest to those involved in the New York political world.

### Awarded:

*Best Coverage of  
Local Government  
in New York State*

— New York Press  
Association, 2009

**City Hall** is the forum for ideas and interests for the elected officials, those who work for them and those who work with them.

For the advertiser, **City Hall** and [CityHallNews.com](http://CityHallNews.com) provide effective and targeted legislative advertising venues for reaching Manhattan's most influential leaders and political professionals in New York.

*“City Hall is to New York political insiders what **People Magazine** is to entertainment fans, only more substantive.”*

—Amanda Burden, Chair of the New York City Planning Commission



# Readership & Distribution

## Influence. Educate. Persuade.

*City Hall Reaches Every Elected Official in New York City, Every Member of Legislature and All Statewide Officials.*

The publication is mailed to their homes and offices.

The Mayor  
The Governor  
State Senators  
Members of Congress  
U.S. Senators  
Judges  
Commissioners  
Borough Presidents  
Chiefs of Staff

City Council Members  
Assembly Members  
Deputy Mayors  
Attorney General  
Lieutenant Governor  
State Comptroller  
City Comptroller  
City Agency Staff  
Public Advocate

### *Reach Political Professionals*

Over 3,000 Private Sector Organizations & Non-Profits

Union Leaders  
Top Lobbying Firms  
Good Government Groups  
Media

Donors  
Corporations  
Community Boards  
Think Tanks

### *Distribution in City Hall & Government Buildings*

The only publication distributed on premises in City Hall  
On every desk in "The Bullpen" • Room 9 • Government Administrative Building at 250 Broadway • Municipal Building at 1 Center St. • Government Offices at 100 Gold St.  
NYC Borough Halls • Street Newsboxes in City Hall area



# Monthly Industry Sections

Influence. Educate. Persuade.

City Hall's Award-Winning Editorial Staff Will Feature Monthly Coverage of the Political Issues Related to:

Energy  
Unions  
Education  
Healthcare

Real Estate/Development

City Hall's focused editorial coverage of these critical areas will attract and lead to increased attention from the New York policymakers who will impact the related industry issues.

**Advertising agencies are available for effective messaging in each targeted editorial environment.**



# 2010 Issue Calendar

## Promote your organization's lobbying and advocacy messages

**Issue Forums** feature political perspectives from public officials who impact the respective issue.

### Issue Forums

### Date

Energy	Jan 25
Education	Feb 22
Healthcare	Mar 22
Insurance	Apr 19
Affordable Housing	May 17
Transportation & Aviation	June 21
TBA	July 19
Unions	Aug 16
Banks & Financial Services	Sept 27
Development	Oct 25
Aging	Nov 15
Construction	Dec 13



Subject to change. Deadlines are 10 days prior to publication date.

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CityHallNews.com

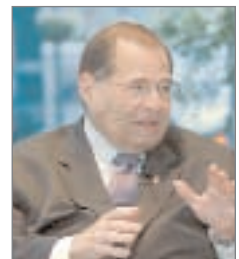
## On/Off the Record Breakfasts

This series of policy breakfasts consist of mingling time between the guests and the featured speakers, followed by an on-the-record interview conducted by City Hall's editor, Edward-Isaac Doveve on a specific topic. Excerpts of that interview then appear in the subsequent editions of City Hall and [www.cityhallnews.com](http://www.cityhallnews.com). The interview is followed by an off-the-record segment with the guest speaker answering questions directly from an audience of New York City's business, government and community leaders.

The events are by exclusive invitation only, with approximately 100-150 City Hall VIPs attending. All of them top people in their field who are drawn to these unusual and frank discussions of politics and policy.

Past events have featured:

- Governor David Paterson
- State Assembly Speaker Sheldon Silver
- Secretary of Housing & Urban Development Shaun Donovan
- State Senate Majority Leader Malcolm Smith
- Former Comptroller William Thompson
- Brooklyn Borough President Marty Markowitz
- Deputy Mayor Kevin Sheehey
- Former Bronx Borough President Adolfo Carrión
- Congressman Anthony Weiner
- Director of City Planning Amanda Burden
- City Council Speaker Christine Quinn
- Congressman Jerrold Nadler
- Congressman Charles Rangel



## On/Off the Record Breakfasts

Join us in this dynamic series by sponsoring one or more breakfasts to help get your organization's message out to the most powerful politicians in New York— at the breakfast, in the newspaper and online.

- Reach an audience and readership of New York City's government, business and community leaders
- Utilization of photos and video of the event to enhance your marketing materials
- Invitations to colleagues, members, and clients to the event

### Headline Sponsors \$7500

- Are listed, with logo, on the invitation to the event and all material about event
- Introduce the guest speaker at the breakfast
- Receive one full page ad in print edition across from expert of interview transcript
- Receive ad on City Hall's website, [www.cityhallnews.com](http://www.cityhallnews.com)

### Participating Sponsors \$3000

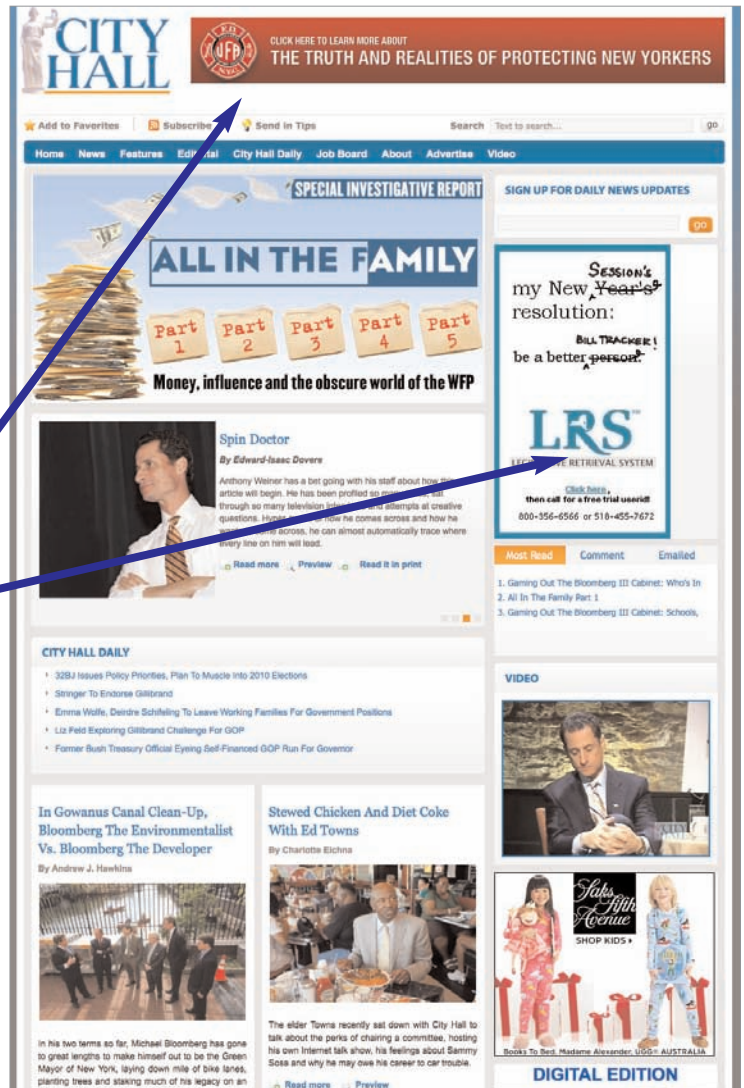
- Are listed and acknowledged as sponsors in signage at event
- Receive 1/4 page strip ad to run on the bottom of page with interview transcript



## Politics. Policy. Personalities.

City Hall is more than a great monthly newspaper—it's also a great on-line information source for New York's most influential leaders. With fresh content regularly added to the site, [CityHallNews.com](http://CityHallNews.com) is the on-line source for the latest coverage and analysis about the politicians, staffers and issues that shape New York.

## Direct traffic to your site with online banners & buttons.



**Banner Ads**  
\$2,500/month  
(728 x 90 pixels)

**Block Ads**  
\$1,500/month  
(300 x 250 pixels)

*(discounts available based on long-term agreements)*

## Politics. Policy. Personalities. Reach the Most Influential Leaders in New York City and State.

The weekly City Hall email blast, alerts readers to new content posted on its companion website, [www.cityhallnews.com](http://www.cityhallnews.com). These blasts go out to our list of over 8,000 readers, landing directly in the inboxes of the prime audience of elected officials, lobbyists, staffers, interest group principals, union leaders and other top decision makers in New York government and politics who make up the City Hall readers.

City Hall is the forum for ideas and interests for the elected officials, those who work for them.

As an advertiser, an advocacy campaign including City Hall, CityHallNews.com, and the City Hall Weekly eNewsletter provides a targeted way to reach Manhattan's most influential leaders and political professionals in New York.



2010 Rates	open	4x	8x	12x
<b>Vertical</b> 170 x 240px	1500	1250	1000	750
<b>Skyscraper</b> 170 x 600px	2000	1750	1500	1250

**Specs:** GIF or JPEG image



# Specs



**Full Page**  
10" x 12.75"

**Center Spread:**  
20.5" x 12.75"

**Jr. Page**  
7.458" x 10"

**1/2 Page V**  
4.875" x 12.5"

**1/4 Page**  
4.875" x 6.125"

**1/2 Page H**  
10" x 6.125"

**Front Cover Box**  
5.33" x 3"

## Acceptable Formats

QuarkXpress 6.5, InDesign CS2, Illustrator, Photoshop, Acrobat PDF (embed all fonts) **We do not accept Microsoft Publisher documents.**

**PDFS:** All fonts must be embedded. All images and artwork must be CMYK. Do not use compression on images. Please make pdf files Acrobat 4.0 compatible as transparencies in higher versions are unstable.

**Microsoft Word files will have to be remade.** Please do not insert pictures into Word documents if they can be sent separately.

If the ad is made in Quark, it must be a Macintosh file. Include ALL fonts. Include all images. We cannot use PC fonts without modifying the ad. If the file is Illustrator or Freehand

and it is a PC file, convert the fonts to outlines before you send it to us. Otherwise we will have to modify the ad. Do not use LZW compression. For files under 4 megabytes: either TIFF (with no LZW compression) or EPS formats are acceptable.

**Linescreen** is 85 for Black and White, 100 for Color pages. DMAX is 240.

**Web images are not acceptable for newsprint** – Minimum resolution for picture is 170 dpi, minimum resolution for text is 300 dpi.

## Emailed Ads

Please include the advertiser's name and run date in the subject line of the email. In the body of the email please include contact information, should there be a problem with the ad.