

# DES MOINES

MARKET TO YOUR NEIGHBORHOOD

CITY CURRENTS



## 2025 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

## 2025 Publishing Schedule

### SPRING 2025

Advertising Space Deadline: Jan. 24  
Materials Deadline: Jan. 30  
Mails: Feb. 17

### SUMMER 2025

Advertising Space Deadline: Apr. 11  
Materials Deadline: Apr. 18  
Mails: May 5

### FALL 2025

Advertising Space Deadline: Jul. 25  
Materials Deadline: Aug. 1  
Mails: Aug. 18

### WINTER 2025

Advertising Space Deadline: Oct. 17  
Materials Deadline: Oct. 24  
Mails: Nov. 10

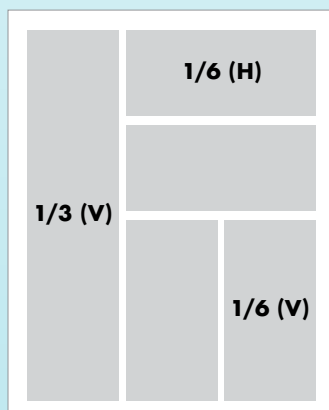
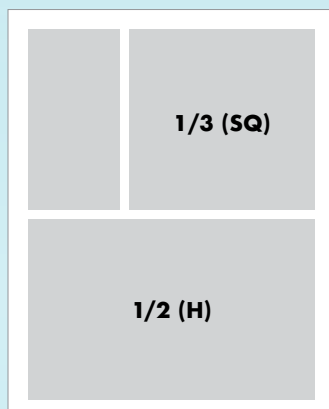
### AD RATES (Rates per issue)

	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
Ad Design & Production (Includes three revisions. Additional charges will apply thereafter)			<b>\$100</b>

Non-resident businesses pay 10% premium.

### 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.



### CONTACT

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Des Moines City Currents is published by Colibri Northwest, LLC, [www.colibrinw.com](http://www.colibrinw.com) for the City of Des Moines.