

WORK SESSION MEETING
November 26, 2024
6:00 PM
City Hall



Mayor:
Leah Juarez
Council President:
Sara McCarthy
Council Members:
Cherie Butcher
Brad Neumiller
Tim Sutherland

AGENDA

CALL TO ORDER

AGENDA ITEMS

- [1.](#) City Planner - Hansen Deviation/Variance for 306 SW Wyoming Blvd
- [2.](#) City Planner - Zoning Map
- [3.](#) Community Development Director - Livability Casper
4. Community Development Director - Platte River Commons Master Plan
5. Council President - Christmas Gifts

ADJOURNMENT

AGENDA SUBJECT TO CHANGE WITHOUT NOTICE

In accordance with the Americans with Disabilities Act, persons who need accommodation in order to attend or participate in this meeting should contact City Hall at 307-234-6679 within 48 hours prior to the meeting in order to request such assistance.



CITY OF MILLS
EST. 1921

704 Fourth Street
P.O. Box 789
Mills, WY 82644

Phone: 307-234-6679
Fax: 307-234-6528

Memorandum

TO: Mills City Council
FROM: Megan Nelms, AICP, City Planner
DATE: November 26, 2024
SUBJECT: Hansen Qwik Lube – Deviation/Variance Request

Case Number: 24.01 VAR

Summary: The request is for a Deviation to the minimum side yard setback for a commercial structure located at 306 SW Wyoming Blvd. The zoning of the subject property is C-1 (General Commercial District), which establishes a minimum side-yard setback of 5 feet. The deviation request is for an additional work bay to be added onto the west side of the existing commercial building, which would encroach on the side yard setback, requiring a deviation of 5 feet.

Zoning Requirement: The Land Development Regulations require all structures to be located outside of required yard setbacks. The required setback in the C-1 (General Commercial District) is five feet (5').

Analysis:

The applicant is requesting a deviation from the required side yard setback to add an additional work bay onto an existing automobile service shop. The Land Development Regulations (LDRs) require all structures to be located out of the required yard setbacks.

Sections 10.50 and 10.55 of the LDRs allow deviations from certain development standards when special circumstances applicable to the property, including location, shape, size, surroundings, topography or other physical conditions for which the strict application of the standards denies the property owner privileges enjoyed by other property owners in the vicinity in the same zoning district. The deviation must not adversely affect the interest of the public or residents and property owners in the vicinity of the property in question.



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Deviations are not intended to be granted frequently. The applicant must clearly show that the request is due to very unusual characteristics of the property and that it satisfies the deviation standards. Evaluation of an applicable special circumstance is a matter to be determined from the facts and specifics of each application.

A deviation may be approved after considering the following criteria:

- 1. The proposed development is compatible with existing and proposed or expected land uses in the surrounding area.**

Yes, an automobile service center is an approved use within the C-1 (General Commercial District) and is generally compatible with other uses in the vicinity.

- 2. The deviation results in the creation of project amenities that would not be available through strict adherence to the Regulations (e.g. additional open space, protection of natural resources, improved pedestrian connectivity, etc.).**

No, the granting of a deviation to the setbacks would not result in additional project amenities.

- 3. Granting the deviation would not adversely affect the interests of the public or the interests of residents and property owners in the vicinity of the subject property.**

Approving the deviation may affect the adjacent property owner to the west if the building addition extends to the property line. The public interest in enforcing required setbacks relates to building separation and uniform location and providing light and air between buildings. Additionally, uniform setbacks provide the space needed for future utility placement.

- 4. The deviation is the minimum required or needed for customary enjoyment of the property.**

The deviation is not required for customary enjoyment of the property as the structure exists and there are other potential options available to the applicant



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in which meeting the required standards is feasible (e.g. purchase of the neighboring lot, no expansion, etc.).

Planning Commission Recommendation: At their November 7, 2024, meeting, the Planning & Zoning Commission recommended DENIAL of the deviation request.

Staff Recommendation: After reviewing the criteria to be considered when evaluating a deviation request, the applicant has not provided clear evidence of special circumstances that would unreasonably prevent him from using his property for a permitted purpose. The building in question is used commercially as Hansen’s Qwik Lube. The property is zoned for commercial use.

The applicant has not shown any special circumstances, such as an irregular lot shape or topography, which prevent building in compliance with the LDRs, only that he wants to expand the works bays for additional space.

Staff recommends the Planning & Zoning Commission DENY the variance request as presented by the applicant and put forth in case 24.01VAR, for a variance of five feet from the required 5-foot side yard setback for the construction of an additional work bay setback 0’ feet from the west side property line.

Hansen Qwik Lube

Deviation (Variance) Request

Planning Commission Meeting
November 7, 2024

City Council Meeting

Applicants: Benjamin Mills & Pete Maxwell

Case Number: 24.01 VAR

Deviation Request: The request is for a Deviation to the minimum side yard setback for a commercial structure located at 306 SW Wyoming Blvd. The zoning of the subject property is C-1 (General Commercial District), which establishes a minimum side-yard setback of 5 feet. The deviation request is for an additional work bay to be added onto the west side of the existing commercial building, which would encroach on the side yard setback, requiring a deviation of 5 feet.

Zoning Requirement: The Land Development Regulations require all structures to be located out of required yard setbacks. The required setback in the C-1 (General Commercial District) is five feet (5').

Legal Description: Portion of Lots 1 & 2, Block 5, Kiskis Subdivision

Location: The property is located on the southwest corner of the intersection of Wyoming Blvd. and W Yellowstone Highway.

Current Zoning: C-1 (General Commercial District)

Existing Land Use: Automobile service/oil changes

Analysis:

The applicant is requesting a deviation from the required side yard setback to add an additional work bay onto an existing automobile service shop. The Land Development Regulations (LDRs) require all structures to be located out of the required yard setbacks.

Sections 10.50 and 10.55 of the LDRs allow deviations from certain development standards when special circumstances applicable to the property, including location, shape, size, surroundings, topography or other physical conditions for which the strict application of the standards denies the property owner privileges enjoyed by other property owners in the vicinity in the same zoning district. The deviation must not adversely affect the interest of the public or residents and property owners in the vicinity of the property in question.

Deviations are not intended to be granted frequently. The applicant must clearly show that the request is due to very unusual characteristics of the property and that it satisfies the deviation standards. Evaluation of an applicable special circumstance is a matter to be determined from the facts and specifics of each application.

A deviation may be approved after considering the following criteria:

1. The proposed development is compatible with existing and proposed or expected land uses in the surrounding area.

Yes, an automobile service center is an approved use within the C-1 (General Commercial District) and is generally compatible with other uses in the vicinity.

2. The deviation results in the creation of project amenities that would not be available through strict adherence to the Regulations (e.g. additional open space, protection of natural resources, improved pedestrian connectivity, etc.).

No, the granting of a deviation to the setbacks would not result in additional project amenities.

3. Granting the deviation would not adversely affect the interests of the public or the interests of residents and property owners in the vicinity of the subject property.

Approving the deviation may affect the adjacent property owner to the west if the building addition extends to the property line. The public interest in enforcing required setbacks relates to building separation and uniform location and providing light and air between buildings. Additionally, uniform setbacks provide the space needed for future utility placement.

4. The deviation is the minimum required or needed for customary enjoyment of the property.

The deviation is not required for customary enjoyment of the property as the structure exists and there are other potential options available to the applicant in which meeting the required standards is feasible (e.g. purchase of the neighboring lot, no expansion, etc.).

Staff Recommendation:

After reviewing the criteria to be considered when evaluating a deviation request, the applicant has not provided clear evidence of special circumstances that would unreasonably prevent him from using his property for a permitted purpose. The building in question is used commercially as Hansen’s Qwik Lube. The property is zoned for commercial use.

The applicant has not shown any special circumstances, such as an irregular lot shape or topography, which prevent building in compliance with the LDRs, only that he wants to expand the works bays for additional space.

Staff recommends the Planning & Zoning Commission DENY the variance request as presented by the applicant and put forth in case 24.01 VAR, for a variance of five feet from the required 5-foot side yard setback for the construction of an additional work bay setback 0’ feet from the

west side property line.

Planning Commission Recommendation:

City Council Decision:



CITY OF MILLS PETITION FOR VARIANCE Pursuant to the Mills City Code



City of Mills, Wyoming
704 4th Street (Physical address)
P.O. Box 789 (Mailing address)
Mills, Wyoming 82644

Date: 10-11-2024

Return by:

For Meeting on:

PLEASE PRINT

APPLICANT/OWNER(S) INFORMATION:

Print Owner Name: Benjamin Mills / Pete Maxwell Jr
Owner Mailing Address: 306 SW Wyoming Blvd
City, State, Zip: Mills, Wy 82644
Owner Phone: 307-259-2651
Applicant Email: millsbs2340@gmail.com

AGENT INFORMATION:

Print Agent Name:
Agent Mailing Address:
City, State, Zip:
Agent Phone:
Agent Email:

ATTACHMENT (REQUIRED):

- Proof of ownership: (checked) (such as deed, title certification, attorney's title opinion)
Plot Plan: (checked) (A plot plan is required showing existing and proposed construction, including dimensions and setback distances.)

PROPERTY INFORMATION:

Subject property legal description (attach separate page if long legal): Kiskis Block 5, Lot 1-2 N 77 of S 135
Physical address of subject property (if available): Kiskis Block 5, Lot 1-2 N 77 of S 135
Size of lot(s): 18 acres sq. ft/acres:
Current zoning: Commercial Current use:
Intended use of the property: Service Shop
Zoning within 300 feet: Land use within 300 feet:

VARIANCE JUSTIFICATION SUMMARY:

The basis and justification for this petition is (see items a - e on page 2):
We would like to extend the current structure approx 15' x 35' to the west. The current 5' setback will not allow enough footage for a usable 4 service bay

SIGNATURE(S):

The following owner's signature signifies that all information on this petition is accurate and correct to the best of the owner's knowledge; and that the owner has thoroughly read and understands all petition information and requirements. [In addition to the owner's signature(s), if an agent of the owner is also to be notified and/or contacted for all communications relating to this application, please have the agent sign below.]

I (We) the undersigned owner(s) of the property described above do hereby petition the City of Mills as follows:
Allow us to extend the current structure to the west by approx 15 x 35'

OWNER Signature 

OWNER Signature _____

AGENT Signature _____

Fee: \$100.00 (non-refundable)

The Planning and Zoning Board is required to determine Findings of Fact and Conclusions of Law. No exceptions to the Ordinance shall be granted by the Board unless it finds that:

a. There are unique physical circumstances or conditions, such as irregularity, narrowness or shallowness of the lot, or exceptional topographical or physical conditions peculiar to the affected property; or other circumstances where the landowner establishes that a hardship exists on the affected property:

b. The hardship is due to unique circumstances and that the difficulties facing the applicant are different from those of neighboring properties because:

c. The variance will not authorize a use other than those uses specifically listed as permitted or conditional uses in the zoning district in which the variance is sought because:

d. The variance will not result in a gain in use, service or income for the applicant to a greater extent than available to other landowners in the vicinity because:

e. Granting the variance will not merely serve as a convenience for the applicant but is necessary to alleviate a proven hardship related to the property because:

The Devou's will not sell any surrounding property until the old Peterbuilt building sells. We cannot build a large enough bay to use for additional vehicle traffic and services and adhere to the 5' setback rule

Note: For Office Use Only: Signature verified. _____ Proof of ownership provided. _____ Fee Paid: \$ _____

How Paid: _____ NOTES: _____

E

New

35'

15'

W

306 SW Wyoming Blvd – Setback Reduction Request



Mills Zoning Districts

	— AG URBAN AGRICULTURE		— O-B OFFICE BUSINESS DISTRICT
	— C-1 GENERAL COMMERCIAL		— PLI PUBLIC LANDS AND INSTITUTIONS
	— C-3 BUSINESS SERVICE DISTRICT		— R-1 SINGLE FAMILY DWELLING DISTRICT
	— I-1 LIGHT INDUSTRIAL		— R-2 ONE AND TWO FAMILY DWELLING DISTRICT
	— I-2 HEAVY INDUSTRIAL		— R-3 MULTIPLE FAMILY DWELLING DISTRICT
	— M-H MANUFACTURED HOME DISTRICT		— STREETS PLATTED / NOT OPEN
	— M-P MANUFACTURED HOME PARK		— UR URBAN AGRICULTURE RESIDENTIAL

Name	Address	City	State	Zip
Devore Limited LLC	1421 S Center St	Casper	WY	82601
First Interstate Bank A	PO Box 30918	Billings	MT	59116
Moyle Petroleum Co.	PO Box 2860	Rapid City	SD	57709



CITY OF MILLS

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P.O. Box 789
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Phone: 307-234-6679
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October 24, 2024

Devore Limited LLC
1421 S Center St
Casper, WY 82601

RE: Deviation Request – Required Setback
A portion of Lots 1 & 2, Block 5, Kiskis Subdivision aka 306 SW Wyoming Blvd

Dear Neighboring Landowner:

I would like to inform you of a Deviation request by a neighboring property. The property owner has requested an administrative adjustment to the required side yard setback in the C-1 (General Commercial) zoning district. If you should have any concerns or comments, you are invited to attend the following public hearings:

The Mills City Council will hold a public hearing on November 26, 2024, at 7:00 P.M, or as time allows, in the Council Chambers, 704 Fourth St., Mills, Wyoming.

The required setback is five feet (5') and the applicant has requested a reduction of the setback by five feet (5'). The applicant is proposing new construction on the property that will extend the existing structure to the western property line, for a 0' setback. The attached aerial photo shows the subject property and area of setback adjustment highlighted in yellow and red.

If you are unable to attend the meeting and have any comments regarding this proposal, you may send a signed letter or fax to the City Clerk's Office, and it will be forwarded to the Council on your behalf. Please do not hesitate to contact me at (307) 632-5656 if you have any questions.

Sincerely,

Megan Nelms, AICP
City Planner

Enclosure



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Mills, WY 82644

Phone: 307-234-6679
Fax: 307-234-6528

Item #2.

Memorandum

TO: Mills City Council

FROM: Megan Nelms, AICP, City Planner

DATE: November 26, 2024

SUBJECT: Updated City Zoning Map

Summary: With the adoption of the updated Title 17 - Land Development Regulations in July, an update of the official City Zoning Map with the new zoning districts was necessary.

The previous zone districts were generically named and broad in permitted uses, for example, “Established Residential” and “Developing Residential,” while the new code has more specific zone district names along with a better-defined intent and purpose for each district. Staff spent considerable time reviewing the previous zoning map to ensure that properties were placed into districts with the same permitted uses as the districts under the previous Title 17.

The updated official city zoning map is attached for review and approval by Council prior to official publication.

Staff Recommendation: Staff recommends the Council adopt the updated 2024 City of Mills Zoning Map for publication.

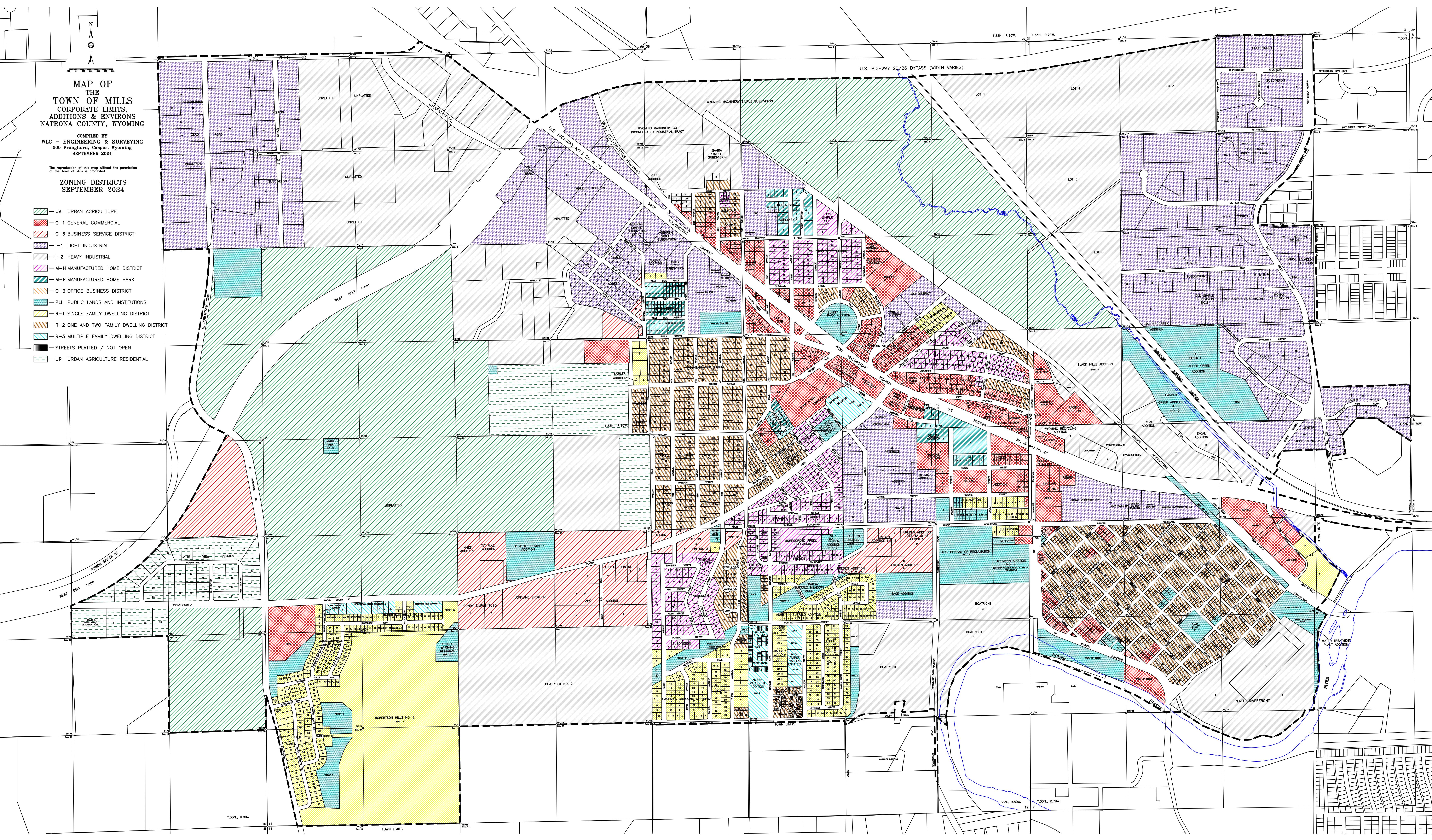
MAP OF THE TOWN OF MILLS CORPORATE LIMITS, ADDITIONS & ENVIRONS NATRONA COUNTY, WYOMING

COMPILED BY WLC - ENGINEERING & SURVEYING
200 Pronghorn, Casper, Wyoming
SEPTEMBER 2024

The reproduction of this map without the permission of the Town of Mills is prohibited.

ZONING DISTRICTS SEPTEMBER 2024

- UA URBAN AGRICULTURE
- C-1 GENERAL COMMERCIAL
- C-3 BUSINESS SERVICE DISTRICT
- I-1 LIGHT INDUSTRIAL
- I-2 HEAVY INDUSTRIAL
- M-H MANUFACTURED HOME DISTRICT
- M-P MANUFACTURED HOME PARK
- O-B OFFICE BUSINESS DISTRICT
- PLI PUBLIC LANDS AND INSTITUTIONS
- R-1 SINGLE FAMILY DWELLING DISTRICT
- R-2 ONE AND TWO FAMILY DWELLING DISTRICT
- R-3 MULTIPLE FAMILY DWELLING DISTRICT
- STREETS PLATTED / NOT OPEN
- UR URBAN AGRICULTURE RESIDENTIAL





Casper WYOMING

LIVABILITY.COM/WY/CASPER

MEDIA KIT 2025



▲
Leverage
Livability.com
to attract talent,
tourism and
investment.



LIVABILITY
MEDIA



“Livability and its resources are a powerful tool used to attract new employees and recruit new businesses to Casper. It highlights our communities’ assets and local businesses. Embrace the power of Livability and its resources as they are the keys to unlocking a brighter future!”

– Justin Farley, President/CEO, Advance Casper

Casper thrives when businesses, families and professionals choose to invest in our community, and we are committed to sharing our unique attractions and enviable quality of life to those searching for them. That’s why Advance Casper and the Casper Area Chamber of Commerce has once again partnered with Livability Media to create a powerful marketing campaign that positions our community as a premier destination to live, work, visit and do business.

Livability Media specializes in connecting people with communities. Their curated digital and print campaigns capture the heart and soul of vibrant communities like ours, reaching the very people our community aims to attract. Through captivating stories and stunning visuals, their team of content creators showcases the exceptional lifestyle, amenities and economic advantages our community offers.

Through a multiyear print and digital program:

- Casper will be featured prominently on **Livability.com**, a national website **attracting millions of visitors annually**.
- Key audiences will receive a high-quality print publication and access to the interactive digital magazine, **Livability Casper, Wyoming**.
- **Targeted social media campaigns** will generate interest in Casper’s incredible amenities and opportunities.

Our Livability Media representative, **Eli Stone**, will be in touch to discuss how Livability can help your business thrive in Casper. Please feel free to contact him at estone@livmedia.com or at **(615) 656-6653** to schedule an in-person or Zoom meeting.

Help us introduce and reinforce your brand to local business owners, community members, newcomers and visitors in Casper!



JUSTIN FARLEY
President/CEO
Advance Casper

TINA HOEBELHEINRICH
President/CEO
Casper Area Chamber of Commerce



**LIVABILITY
MEDIA**

LIVMEDIA.COM | LIVABILITY.COM | (615) 850-0300

Livability MEDIA

For 30 years, Livability has worked with hundreds of communities developing content marketing programs showcasing why they are a great place to live. Today, we are one of the leading online resources used for researching communities. We serve as trusted partners to cities, businesses and economic development organizations nationally.



ANNUAL TOP 100 BEST PLACES TO LIVE

Our annual Top 100 Best Places to Live list has made Livability a recognized brand and industry leader in the talent attraction space. Each year, Livability’s editor-in-chief collaborates with leading data experts to select criteria and weigh more than 40 data points to rank more than 2,000 cities in our quest to determine the best places to live in the U.S. The list attracts millions of page views annually from visitors nationwide and has been cited by CNBC, MarketWatch, realtor.com and countless local media outlets coast to coast.

As seen on:



CUSTOM RESEARCH

- We distribute our research findings via periodic white paper releases throughout the year.
- Livability Media is a leader in the talent attraction space, producing content driven by the key interests of top prospects for relocation. Learn more with our targeted research on where Americans are living and what motivates them when it comes to moving.
- We partner with Ipsos, a leading international market research firm, to study relocation habits and glean relevant, data-driven knowledge to inform our work.



PODCAST

Listen to Inside America’s Best Cities with host Amanda Ellis, editor-in-chief of Livability.com, as she delves into talent attraction and economic development topics, explores some of America’s hidden gems and highlights the people behind the scenes who make an impact on communities and their livability.

Your **INTEGRATED** MARKETING PROGRAM



Print

HIGH-QUALITY PRINT MAGAZINE

- Mirrors national business and lifestyle publications in design and content to create a credible, outbound marketing vehicle
- Allows the region to be more effective at promoting key industries and talent attraction
- Reflects changes in reader habits with more visuals, more graphics and more engaging editorial content

Most consumers begin their search for relocation and travel information online. Content that can reach and engage the right target audience through both inbound search and outbound promotion is vital.

MAGAZINES
ARE THE
No. 1
MEDIUM DRIVING
ONLINE SEARCHES.
Source: Facebook

Online

NATIONAL EXPOSURE ONLINE

- Your advertising program includes prominent presence within your city pages of Livability.com, which features articles, photos and graphics that showcase what's great about living in Casper. The content is cross-promoted throughout the full website, including the homepage, article categories and your state page.
- Content about your community, including your advertisement, featured on Livability.com.
- Brand association with a nationally recognized website that spotlights communities and their innovative companies, entrepreneurs and quality of life.
- Responsive design that provides an optimal viewing and interactive experience.





Digital

INTERACTIVE DIGITAL MAGAZINE

- Allows users instant access to your content whenever and wherever
- Contains links throughout that direct readers to more information about content and advertisers
- An effective, easy-to-share tool for talent recruitment and tourism
- Interactive ad index that clicks through to your print advertisement



Display

ONLINE DISPLAY ADS

Display ads will link to your website, expanding reach and branding opportunities. One of these display ads is included in your integrated media package.

- Billboard
- Half-Page
- Medium Rectangle
- Leaderboard



Premium

SPONSORED CONTENT & BRAND STORIES

- Custom content products in both print and digital formats
- Content, photography and editing services overseen by in-house editorial team
- High-quality marketing tool that includes overrun copies
- Stand-alone digital format with a unique URL, optimized for paid promotion efforts

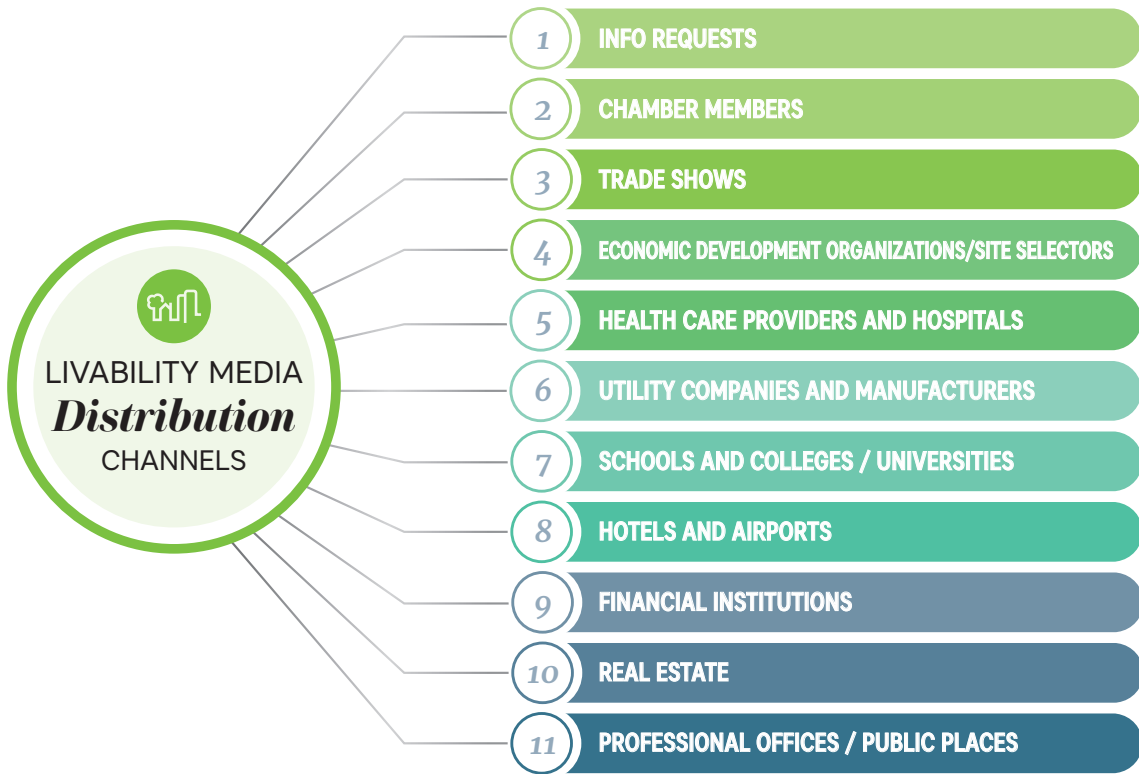
RESEARCH GUIDES OUR CONTENT DEVELOPMENT

▶ Download the latest surveys at livabilitymedia.com/white-papers



THE POWER OF PRINT DISTRIBUTION

Livability Media publishing programs include highly targeted print distribution campaigns.



Relocation Reach

A key publication focus is to attract newcomers, visitors and qualified talent to your community, showing them what’s great about living and working here. Advance Casper and the Casper Area Chamber of Commerce utilize this publication as a recruitment tool, inserting copies into mailed packets, emailing the digital edition, and making copies available at expos and conferences.

Do You Want Copies

FOR YOUR OWN RECRUITMENT USAGE?

▼ **Two additional ways you can help promote your community and organization.**

1. ADD A LINK TO YOUR WEBSITE

Does your website have a section explaining why your community is such a great place to live and work?

Add a URL link that connects to the city and state pages on livability.com to give your prospects added insight into our community.

2. SHARE WITH TALENTED PEOPLE ALREADY HERE BY DISTRIBUTING MAGAZINES

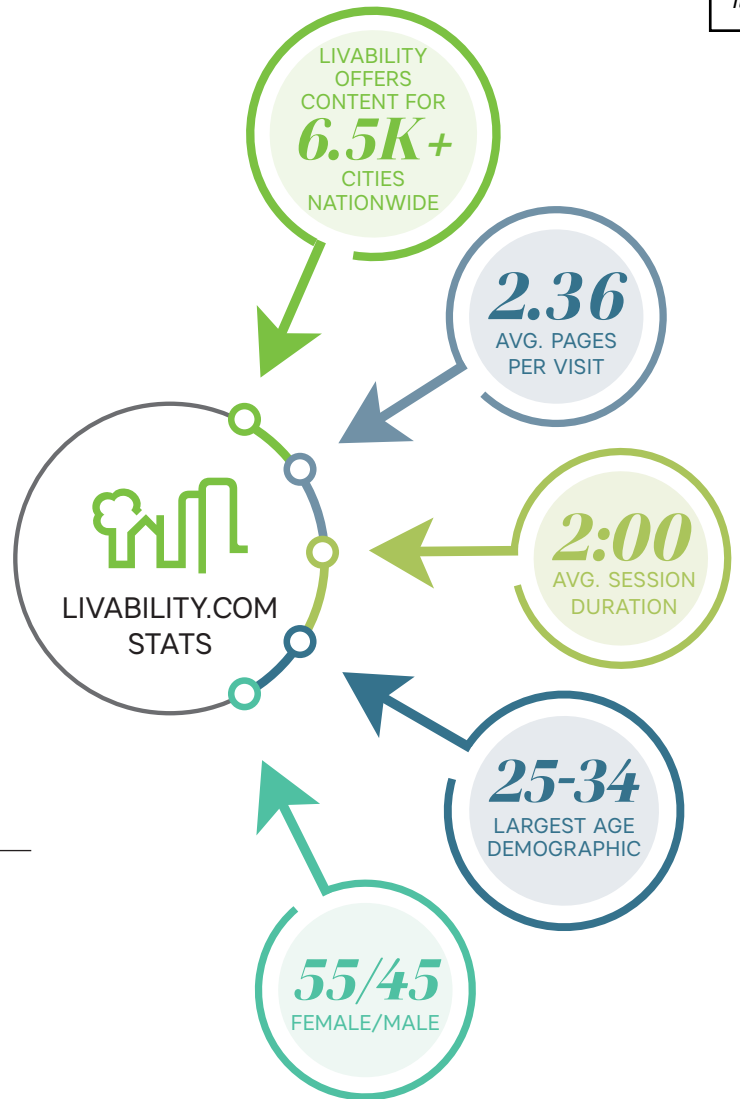
Community pride and personal connection are key elements in talent attraction – and talent retention.

Distribute copies as an ambassador and inspire others to see why you are proud to live and work in this community – and perhaps attract professional colleagues, friends or family who live outside our borders.

Digital Marketing TO A NATIONAL AUDIENCE

Livability.com is telling the story of Casper, expanding a national audience in new and different ways with relevant content about the benefits of living in and doing business in Casper.

- Original content
- Data-driven lists and rankings
- Focus on economic development, talent recruitment and quality of life



Exposure on Livability.com offers a wide variety of digital content touch points reinforcing Casper’s status as a great place to live and do business. The Livability audience is young, educated and affluent. Livability offers wide opportunities to trigger their interest year-round through quality content and effective content promotion.



ANNUAL TOP 100 BEST PLACES TO LIVE

Where are the best cities in America to create a life you love, even if you’re an average earner? Our list’s big differentiator is affordability. We take it seriously: Only cities with a median home value of \$500,000 or less have a shot at making our best places list.

▶ Visit livability.com to see who’s on the list this year.

Content Marketing PREMIUMS

Showcase your brand and extend your reach in print, online and via social media. Content marketing is a way for you to engage your audience by giving them legitimate information they want while positioning you and your brand as a trusted resource.

SPONSORED CONTENT

This is not your grandfather's brochure. It's a state-of-the-art magazine-within-a-magazine – about your business or a particular aspect of your business. It will reach your audience in print, online and via social media – capitalizing on the content marketing trend that has been embraced by large and small brands everywhere. Our sponsored content program uses the power of engaging editorial, photography and illustration to capture reader attention and give you multiple ways to reach them.



BRAND STORIES

So you'd like to see a story about your business? Well, there's a way to make that happen. A Livability Media Brand Story specialist will collaborate with you on an article idea to interest the audience you want to reach. Then a Livability writer will research and write the article and a Livability designer will format it in the overall tone and style of all other Livability articles.

Brand Stories are written in a style that's not overly promotional or self-serving. Today's readers don't have time for that and millennials in particular are wired to sniff out and reject obvious sales pitches.

Digital PREMIUMS



Expand your reach and brand through additional online opportunities. Ask your sales representative for more information.

ONLINE CATEGORY SPONSORSHIP

This opportunity includes recognition with a custom sponsor text ad on the city landing page, plus one exclusive ad unit on all articles within your chosen category. Your ad will also rotate throughout the city section as general placement. **Choose one of the following categories: Experiences & Adventures • Food Scenes • Healthy Places • Affordable Places to Live • Where to Live Now • Education, Careers & Opportunity • Love Where You Live.**

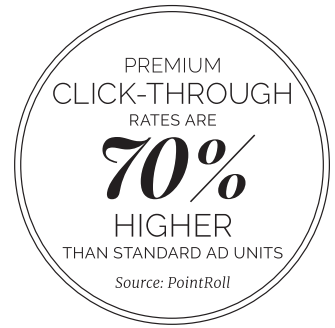
PREMIUM STATEWIDE EXPOSURE

These positions display on your state page, statewide articles and selected city pages, reaching visitors who search for information about various locations within the state.

PREMIUM DISPLAY AD SIZES

Upgrade your standard leaderboard or medium rectangle display ad to a premium display ad size for greater impact:

- Billboard: Fills top-of-page horizontal position
- Half-Page: Fills dominant vertical position



ADHESIVE BANNER SPONSORSHIP

The Adhesive Banner display ad is positioned across the bottom of the page and visible as the user scrolls. One of five positions available, ads will rotate on city landing and article pages.

DIGITAL MAGAZINE SPONSORSHIP

This opportunity includes a Billboard or Leaderboard, a bottom Adhesive Banner and site recognition as the digital magazine sponsor linking directly to your website. One standard or premium sponsorship is available per digital magazine.



VIDEO SPONSORSHIP

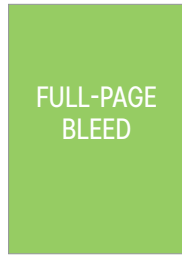
Be the exclusive sponsor of your community's Livability video. Your logo will be featured at the beginning and end of the video, and also be recognized on the site as the sponsor.

PRODUCT SPECIFICATIONS

Print Sizes



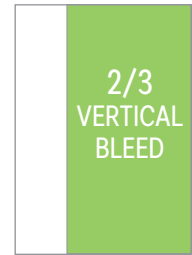
TWO-PAGE SPREAD
 Bleed size: 16"w x 11.125"h
 Trim: 15.75"w x 10.875"h
 Live area: 15.25"w x 10.375"h
 (.25" on each side of the gutter)



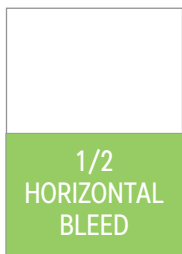
FULL-PAGE BLEED
 Bleed size: 8.125"w x 11.125"h
 Trim: 7.875"w x 10.875"h
 Live area: 7.375"w x 10.375"h



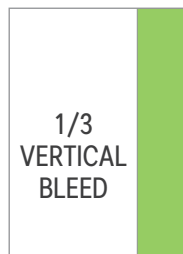
FEATURE JUMP
 Bleed size: 16"w x 5.625"h
 (left/right side & bottom)
 Trim: 15.75"w x 5.5"h
 Live area: 15.25"w x 5.25"h
 (.25" on each side of the gutter)



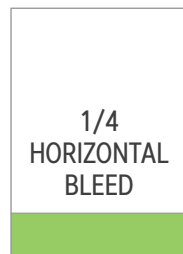
2/3 VERTICAL BLEED
 Bleed size: 5.28"w x 11.125"h
 Trim: 5.03"w x 10.875"h
 Live area: 4.53"w x 10.375"h



1/2 HORIZONTAL BLEED
 Bleed size: 8.125"w x 5.625"h
 (left/right side & bottom)
 Trim: 7.875"w x 5.5"h
 Live area: 7.375"w x 5.25"h



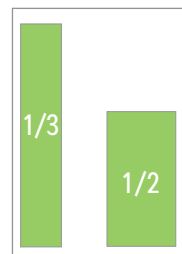
1/3 VERTICAL BLEED
 Bleed size: 3.06"w x 11.125"h
 Trim: 2.81"w x 10.875"h
 Live area: 2.31"w x 10.375"h



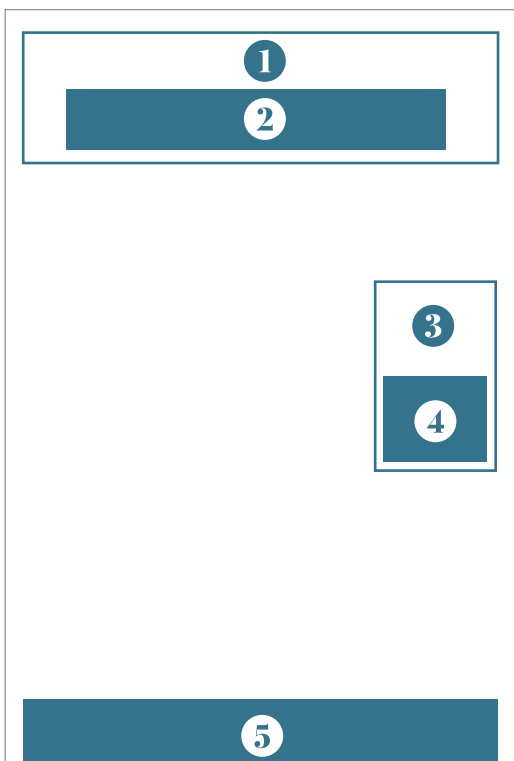
1/4 HORIZONTAL BLEED
 Bleed size: 8.125"w x 3.125"h
 (left/right side & bottom)
 Trim: 7.875"w x 3"h
 Live area: 7.375"w x 2.75"h



1/3 HORIZONTAL
 4.125"w x 4.625"h
1/2 HORIZONTAL
 6.5"w x 4.625"h

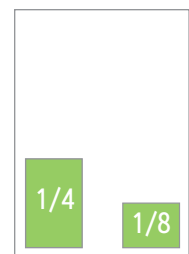


1/3 VERTICAL
 1.937"w x 9.375"h
1/2 VERTICAL
 4.125"w x 6.5"h



Online Sizes

- 1 BILLBOARD**
 Desktop/Tablet: 970 pixels wide x 250 pixels high
 Mobile: 320 pixels wide x 50 pixels high
- 2 LEADERBOARD**
 Desktop/Tablet: 728 pixels wide x 90 pixels high
 Mobile: 320 pixels wide x 50 pixels high
- 3 HALF-PAGE**
 Desktop/Tablet: 300 pixels wide x 600 pixels high
 Mobile: 300 pixels wide x 250 pixels high
- 4 MEDIUM RECTANGLE**
 Desktop/Tablet/Mobile: 300 pixels wide x 250 pixels high
- 5 ADHESIVE BANNER**
 Desktop/Tablet: 970 pixels wide x 90 pixels high
 Mobile: 320 pixels wide x 50 pixels high



1/8 HORIZONTAL
 3.16"w x 2.225"h
1/4 VERTICAL
 3.167"w x 4.625"h

QUESTIONS?
 Contact your sales rep or email ads@livmedia.com
 Visit our Ad Resource Center at livabilitymedia.com/advertising.

DIGITAL SUBMISSION GUIDELINES

Submit materials or print-ready ads via FTP, email or disk/USB drive as noted below.

For questions or more information, contact Livability Media via email at ads@livmedia.com or visit our Ad Resource Center at livabilitymedia.com/advertising.

VIA FTP: [HTTP://FTP.JNL.COM/LOGIN](http://FTP.JNL.COM/LOGIN)

Username: ads
Password: client

Upload files and complete the contact information form. Once files are uploaded, a message indicating a successful transfer will be posted. Detailed FTP instructions are available from your sales rep.

VIA EMAIL: ADS@LIVMEDIA.COM

Include business name, magazine name and ad size in your email message. Compress your files into a single compressed, self-extracting file. We can only accept file sizes less than 10 MB.

Ads Produced by Livability Media

Basic typesetting and layout are included in rate. Custom production will be subject to additional charges.

A color PDF proof will be sent for approval prior to publication.

Supplied files, photo/logo scans, images and artwork must be:

- Scanned/created at 300 dpi or higher to size. (Photos or logos from websites cannot be accepted due to low print quality.)
- Set up as grayscale or CMYK.
- Saved as high-resolution TIFF, JPEG, EPS or PDF files.

Print-Ready Submitted Ads

- Print ad must be submitted as a high-resolution (300 dpi) PDF (PDF/X-1a).
- The publisher is not responsible for enhancing advertisers' digital files or resizing to match the ad space purchased.
- For aesthetic purposes, any ads submitted without a defined border [on a white background] will have a thin rule added by the publisher to define the perimeter. A proof of the ad with the modification will be sent for reference.
- If any additional work is necessary or if files deviate from the size or specifications on this form, the files will be rejected and must be resubmitted. Please proof your ad carefully before submission. Resubmitted files will be subject to a \$50 processing fee.
- Any extra charges incurred by the publisher due to problems with supplied files will be billed to the advertiser with a detailed explanation of the problem.

Rich Media/Animated Online Ads

- Formats: HTML5 or animated GIF or agency script
- Visit <https://www.livabilitymedia.com/html5> for more information on how to set up your HTML5 ad. Note its html file must be named index.html.
- 300 dpi resolution preferred
- GIF Files: No larger than 200KB
- No Flash allowed
- Max Length: 15 sec
- Max Rotation: 3
- Linking URL provided separately. Must be https (not http). May include a Google Analytics UTM tag for tracking.
- 3rd-party click tracking: May include 1x1 impressions-counting or click-counting pixel, or code embedded in HTML5 script

Static Online Ads

- Formats: JPEG image, PNG image, static GIF image or agency script
- 300 dpi resolution preferred
- Agency script must use https (not http)
- No larger than 200KB
- Click-through link must be https (not http). May include a Google Analytics UTM tag for tracking.
- 3rd-party click tracking: May include 1x1 impressions-counting or click-counting pixel

PROOFING POLICY
We do not provide a proof for ads we do not produce. It is understood that the files are set up as the advertiser intended and were approved prior to submission to the publisher.



ADVERTISING OPERATIONS

Office: (615) 771-0080
ads@jnlcom.com
6550 Carothers Pkwy, Suite 420
Franklin, TN 37067
www.livabilitymedia.com



sales@livmedia.com • (615) 850-0300
6550 Carothers Parkway, Suite 420, Franklin, TN 37067

PREMIUM INTEGRATED RATES

ANNUAL RATES	NET
Four Full Pages (Consecutive, Two 2-Page Spreads) with Leaderboard	\$18,240
Gatefold (Front, Back, Interior) with Medium Rectangle	\$14,700
Two-Page Spread (Opening, Center) with Leaderboard	\$11,165
Feature Jump Sponsor with Leaderboard	\$8,750
Back Cover - Full Page with Medium Rectangle	\$7,865
Inside Front Cover - Full Page with Medium Rectangle	\$7,630
Inside Back Cover - Full Page with Medium Rectangle.....	\$7,390
Page One - Full Page with Leaderboard	\$6,920
Facing Inside Back Cover - Full Page with Leaderboard	\$6,685
Table of Contents 1, Table of Contents 2 - Full Page with Leaderboard	\$6,685
Facing Online TOC – Full Page with Leaderboard	\$6,685
Following Online TOC – 1/3V Bleed with Medium Rectangle	\$4,350

GENERAL INTEGRATED RATES

ANNUAL RATES	NET
Two-Page Spread with Medium Rectangle	\$9,750
Full Page with Medium Rectangle	\$5,975
Two-Thirds Vertical Bleed with Leaderboard	\$5,470
Half-Page Vertical with Leaderboard	\$4,765
Half-Page Horizontal with Leaderboard	\$4,055
Third-Page Vertical with Medium Rectangle	\$3,585
Third-Page Horizontal with Medium Rectangle	\$3,585
Quarter-Page Vertical with Leaderboard	\$2,880
Eighth-Page Horizontal with Medium Rectangle	\$2,170
Additional Advertiser Listing	\$200



CONTENT PLACEMENT SPONSOR

Full Page - with Medium Rectangle	\$6,685
Choose from: Upfront Article 1, Upfront Article 2, Upfront Article 3, Quality of Life, Business Climate (3), Health & Wellness, Talent, Community Profile, Economic Profile	
1/2H Bleed - with Leaderboard	\$4,480
Choose from: Quality of Life, Business Climate, Health & Wellness, Talent	
1/4H Bleed - with Medium Rectangle	\$3,100
Choose from: Community Profile, Economic Profile	

BRAND STORIES

2 Full Page Spread with Medium Rectangle	\$12,580
Full Page with Medium Rectangle	\$8,805

SPONSORED CONTENT SECTION

Choice of Full or Digest Size	8-Page	16-Page
Print	✓	✓
Stand-Alone Digital Magazine	✓	✓
Online Medium Rectangle Display Ad	✓	✓
1,000 Overrun Copies	✓	✓
Marketing Landing Page	✓	✓
Digital Content with Promotion	✓	✓
	\$24,700	\$38,700
Brochure Paper/Stock Upgrade		
2,500 Overrun Copies	+\$2,500	+\$4,405



LIVABILITY
MEDIA

6550 Carothers Pkwy, Suite 420,
Franklin, TN 37067
sales@livmedia.com
(615) 850-0300 • Fax: (615) 771-0079

2025 DIGITAL RATE SHEET

LIVABILITY MEDIA *Distribution Channels*

- 1 INFO REQUESTS
- 2 CHAMBER MEMBERS
- 3 TRADE SHOWS
- 4 ECONOMIC DEVELOPMENT ORGANIZATIONS/SITE SELECTORS
- 5 HEALTH CARE PROVIDERS AND HOSPITALS
- 6 UTILITY COMPANIES AND MANUFACTURERS
- 7 SCHOOLS AND COLLEGES / UNIVERSITIES
- 8 HOTELS AND AIRPORTS
- 9 FINANCIAL INSTITUTIONS
- 10 REAL ESTATE
- 11 PROFESSIONAL OFFICES / PUBLIC PLACES

RESERVE YOUR *Magazine today!*

- Complimentary copies will be provided to you for marketing your business.
- Additional copies are available to advertisers for the cost of shipping and handling.

Magazines	10	25	50	100	200	300	300+
Shipping & Handling	\$15	\$25	\$45	\$60	\$86	\$105	\$1.50 each + S & H

ADDITIONAL INFORMATION & PAYMENT TERMS
 Submitted online display ads may be updated throughout the year at \$50 per submission.
 Find additional information regarding submission of print and online materials on the Digital Submission Guidelines form or online at livabilitymedia.com/advertising.
 Payment is required with contract. <http://livability.com/payment>

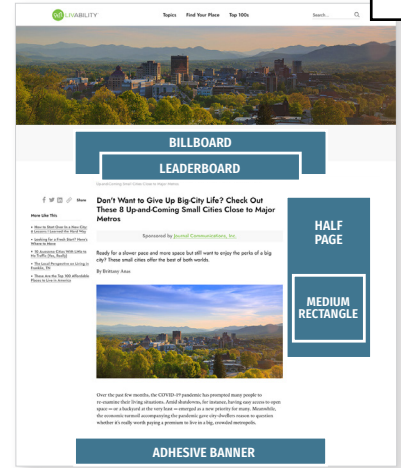


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ONLINE SIZES

- 1 BILLBOARD
- 2 LEADERBOARD
- 3 HALF-PAGE
- 4 MEDIUM RECTANGLE
- 5 ADHESIVE BANNER



STANDARD ONLINE DISPLAY ADS CITY/REGIONAL PAGES

Billboard.....	\$2,400
Half Page	\$2,400
Leaderboard	\$1,200
Medium Rectangle	\$1,200
Adhesive Banner	\$2,500

RUN OF STATE

Billboard.....	\$4,800
Half Page	\$4,800
Leaderboard	\$2,400
Medium Rectangle	\$2,400
Adhesive Banner	\$5,000

CATEGORY SPONSORSHIP\$5,000

Choice of: Experiences & Adventures • Food Scenes
 Healthy Places • Affordable Places to Live • Where to Live Now
 Education, Careers & Opportunity • Love Where You Live

- Site Sponsor Recognition ✓
- Half Page (Adhesive) ✓
- Half Page (General Rotation) ✓

DIGITAL MAGAZINE SPONSORSHIP\$5,000

- Billboard ✓
- Adhesive Banner ✓
- Site Sponsor Recognition ✓

DIGITAL BRAND STORY	\$4,000
Included in ENewsletter	\$500
Web Brand Story PDF File.....	\$250

VIDEO SPONSORSHIP\$7,500

Be the exclusive sponsor of your community's Livability video. Your logo will be featured at the beginning and end of the video, and also be recognized on the site as the sponsor.