



## NYSAC's 2012 County Directory

Helping your business target the leaders of New York's 62 counties.

### WHO WE ARE

The New York State Association of Counties (NYSAC) addresses a myriad of issues that impact our governments, our communities and the people we represent. As a municipal association, we lobby the state and federal governments on behalf of our member counties to support legislation that will benefit our communities and block legislation that will increase our local property tax burden.

### MEMBER & READER PROFILE

NYSAC represents **every county** in the state of New York.

NYSAC membership is composed of nearly **5,000** elected and appointed county officials.

Our annual **County Directory** directly reaches key decision makers responsible for overseeing and approving purchases, including:

- County Executives
- County Administrators/Managers
- County Legislators/Supervisors
- County Sheriffs
- New York State Governor
- Other key County Officials
- Chairs of the County Board
- Purchasing Directors
- County Clerks
- County Budget Officers
- Cabinet-level Staff Members

Recipients specify, recommend and approve purchases related to:

- Law enforcement
- Health services
- Public safety
- Public works
- Education
- Finance
- Transportation
- Rural development

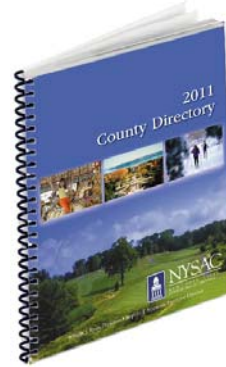
Position your business as an industry leader in front of those responsible for making purchasing decisions for New York's counties by participating in NYSAC's **2012 County Directory**.

### CONTACT:

**Katie Usher**  
Project Manager  
Naylor, LLC  
(770) 576-4978  
kusher@naylor.com



Connect with NYSAC members throughout the year.



NYSAC's annual **County Directory** is a key resource for the industry and is referenced year-round as a networking tool and purchasing guide.

### 2011 Advertisers

- ADT Security Services
- Alcatel-Lucent USA, Inc.
- American Traffic Solutions, Inc.
- Auctions International
- Bank of America
- Bollam, Sheedy, Torani & Co.
- Browns Hill Sand, Inc.
- Burgh Schoenenberger
- C.T. Male Associates, P.C.
- CanaRx Group, Inc.
- Catskill Castings
- Clark Patterson Lee
- Creighton Manning Engineering LLP
- CyberShift
- DeWolff Partnership Architects
- EFP Rotenberg, LLP
- Environmental Capital, LLC
- Erdman, Anthony and Associates, Inc.
- General Code
- Girvin & Falazzo
- H2M Group
- Haroff Auction & Realty, Inc.
- Harris Corporation
- Health Economics Group, Inc.
- Healthdirect Institutional Pharmacy Services
- HSBC Bank USA
- Impact
- Independent Health
- Independent Oil & Gas Association of New York
- Integrated Environmental Data, LLC
- Jefferies & Company, Inc.
- Key Bank National Association
- Lumsden & McCormick, LLP
- Malkin & Ross
- MBIA
- McFarland-Johnson, Inc.
- MERS
- Milliman (HQ)
- MRB Group PC
- Municipal Electric & Gas Alliance (MEGA)
- NBT Bank
- New World Systems
- New York State Department of Civil Service
- Noren Products, Inc.
- NY Homes
- NY State Municipal Comp Alliance
- NYS Association of Municipal Purchasing Officials
- NYSERDA
- NYSID - New York State Industries For The Disabled, Inc.
- O'Connor Davies Munns & Dobbins, LLP
- Orrick, Herrington & Sutcliffe LLP
- Oswego Industries, Inc.
- PERMA
- Pro Act
- Ramsco, Inc.
- SMP, Inc.
- SMRT Architects and Engineers, P.C.
- Sullivan County Catskills
- SWBR Architects
- TD Bank, Government Banking Division

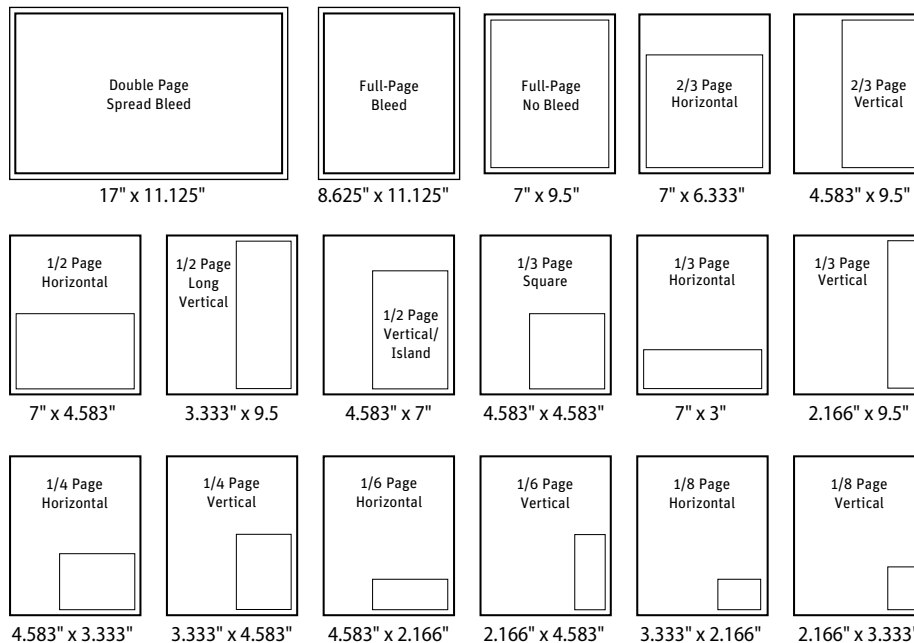
## Net Advertising Rates

**Revisions and Proofs:** \$50.00  
**Position Guarantee:** 15% Premium

Position	Full Color	Black-and-White*
Double Page Spread	\$2,649.50	N/A
Outside Back Cover	\$3,099.50	N/A
Inside Front or Inside Back Cover	\$2,249.50	N/A
Full Page	\$1,899.50	\$1,099.50
2/3 Page	\$1,469.50	\$939.50
1/2 Page	\$1,099.50	\$699.50
1/3 Page	\$799.50	\$549.50
1/4 Page	\$629.50	\$419.50
1/6 Page	\$479.50	\$329.50
1/8 Page	\$359.50	\$249.50

\*NYSAC members receive a 5% discount on black-and-white advertising rates.

## Advertisement Specifications



## Artwork Requirements

All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

## Ad Material Upload

Go to the Naylor website at [www.naylor.com](http://www.naylor.com) and under the Client Support section click "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your advertising space contract. Simply fill in your company's contact information along with these three pieces of information, browse for your file and click "Submit." Changes or corrections resulting from problems of supplied material will be billed at cost plus 15%.

## Proofs and Revisions

Naylor provides professional ad assembly to non-agency clients at no charge. Proofs of ads produced by Naylor are available upon request at a charge of \$50. Revisions are rework for Naylor and are subject to a \$50 surcharge.

**Trim Size:** 8.375" x 10.875" **DPS Live Area:** 15.417" x 9.5" **Full-Page Live Area:** 7" x 9.5"

**Note:** Text placed outside the live area within any full-page or DPS ads may be cut off.

Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). AOC-D0012



# 2012 County Directory

## Index of Advertisers Categories

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only \$20 each. *If your product or service is not listed below, a new category can be created for you.*

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Access Control   | <input type="checkbox"/> Environmental Engineers   | <input type="checkbox"/> Retirement Services           |
| <input type="checkbox"/> Aggregate Equipment                                      | <input type="checkbox"/> Erosion Control           | <input type="checkbox"/> Risk Management               |
| <input type="checkbox"/> Aggregates   | <input type="checkbox"/> Financial Services        | <input type="checkbox"/> Road Building Equipment       |
| <input type="checkbox"/> Appraisal  | <input type="checkbox"/> Fire Protection           | <input type="checkbox"/> Securities                    |
| <input type="checkbox"/> Architects   | <input type="checkbox"/> General Contractors       | <input type="checkbox"/> Signs                         |
| <input type="checkbox"/> Associations   | <input type="checkbox"/> Heavy Equipment           | <input type="checkbox"/> Site Preparation              |
| <input type="checkbox"/> Attorneys  | <input type="checkbox"/> Hotels                    | <input type="checkbox"/> Street Sweeping               |
| <input type="checkbox"/> Blasting Services  | <input type="checkbox"/> Landscaping               | <input type="checkbox"/> Surveyors                     |
| <input type="checkbox"/> Building Supply  | <input type="checkbox"/> Lawn Equipment            | <input type="checkbox"/> Telecommunications            |
| <input type="checkbox"/> Bulk Transporters: Petroleum, Asphalt, Dry Bulk Products | <input type="checkbox"/> Lighting                  | <input type="checkbox"/> Telephone Utility             |
| <input type="checkbox"/> Business Systems   | <input type="checkbox"/> Loading Equipment         | <input type="checkbox"/> Temporary Labor               |
| <input type="checkbox"/> Cement   | <input type="checkbox"/> Loans                     | <input type="checkbox"/> Testing Equipment & Materials |
| <input type="checkbox"/> Clearing Equipment                                       | <input type="checkbox"/> Manufactured Housing      | <input type="checkbox"/> Tire Sales & Services         |
| <input type="checkbox"/> Computer Software  | <input type="checkbox"/> Meters                    | <input type="checkbox"/> Tractor Sales & Equipment     |
| <input type="checkbox"/> Concrete   | <input type="checkbox"/> Paving Equipment          | <input type="checkbox"/> Truck Sales & Equipment       |
| <input type="checkbox"/> Construction   | <input type="checkbox"/> Professional Services     | <input type="checkbox"/> Two-Way Radios                |
| <input type="checkbox"/> Construction Testing & Inspection                        | <input type="checkbox"/> Program Management        | <input type="checkbox"/> Uniforms                      |
| <input type="checkbox"/> Construction Equipment                                   | <input type="checkbox"/> Public Safety Systems     | <input type="checkbox"/> Utilities                     |
| <input type="checkbox"/> Consulting Engineers                                     | <input type="checkbox"/> Pumps & Systems           | <input type="checkbox"/> Vending                       |
| <input type="checkbox"/> CPAs   | <input type="checkbox"/> Quality Control Equipment | <input type="checkbox"/> Waste Management/Removal      |
| <input type="checkbox"/> Drainage Systems   | <input type="checkbox"/> Radio Communications      | <input type="checkbox"/> Wireless Communication        |
| <input type="checkbox"/> Emergency Medical Systems                                | <input type="checkbox"/> Ready Mix Concrete        | <input type="checkbox"/> Workers' Compensation         |
| <input type="checkbox"/> Engineering  | <input type="checkbox"/> Ready Mix Plants          | <input type="checkbox"/> Other:                        |
|   | <input type="checkbox"/> Ready Mix Producers       | _____  |
|   | <input type="checkbox"/> Rehabilitation Programs   | _____  |
|   | <input type="checkbox"/> Retaining Walls           | _____  |

*One free listing with any size ad. Additional listings are \$20.00 each. No limit. Please list new categories on this sheet.*

\_\_\_\_\_ **Additional Categories X \$20.00 = \$** \_\_\_\_\_

**Initial:** \_\_\_\_\_ **Date:** \_\_\_\_\_

# 2012 County Directory

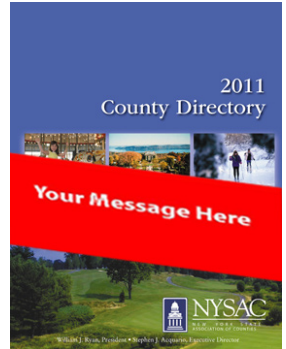
## Belly Band Opportunity

Ensure your message is the first readers see by wrapping it around NYSAC's **2012 County Directory** with a belly band. Since readers must detach the belly band to access the rest of the publication, your full-color ad is ideally placed to be noticed. This is an **exclusive** advertising opportunity, as only one belly band will be sold per issue.

Please check below:

- Belly band: \$3,659.50

*All rates are net and per insertion. Invoices are issued upon publication.*



Sample Belly Band

## Advertiser Information:

Company Name: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Position: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ Website: \_\_\_\_\_

**I agree to all the terms of the rate sheet and this contract as applicable for my company.**

Payment Authorization Signature: X \_\_\_\_\_ Date: \_\_\_\_\_

Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). AOC-D0012

## Please sign and return to:

**Katie Usher**

Project Manager

Naylor, LLC

(770) 576-4978

kusher@naylor.com



**NYSAC**  
NEW YORK STATE  
ASSOCIATION OF COUNTIES

# 2012 County Directory

## New Product Showcase

Do you have a new product you would like to introduce to NYSAC members? Use our New Product Showcase to launch your newest products into the market. Your advertisement includes a 100-word description and picture of the new product, allowing you to communicate to customers the solutions it can offer for their company. To participate, fill out the form below and return to your Naylor account executive. Space is limited, so reserve yours today!

Please check below:

- 1/6-page, full-color ad: \$399.50

All rates are net and per insertion. Invoices are issued upon publication.



SAMPLE  
Not to scale

### Advertiser Information:

Company Name: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Position: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ Website: \_\_\_\_\_

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# 2012 County Directory

## Member Logo Opportunity

Enhance your listing and increase your exposure! Adding your black-and-white company logo to your listing in the **2012 County Directory** is a cost-effective way to make your company stand out from the competition. Our readers refer to the directory throughout the year when looking for products and services and your logo will help them to remember your business. Return this form to your account executive to secure this special enhancement for your listing.

Please check below:

- Black-and-white logo: \$129.50

*All rates are net and per insertion. Invoices are issued upon publication.*



Sample

## Advertiser Information:

Company Name: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Position: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ Website: \_\_\_\_\_

**I agree to all the terms of the rate sheet and this contract as applicable for my company.**

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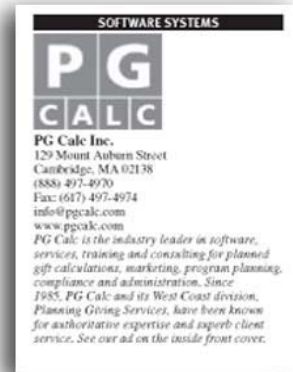
## Logo and Profile Section

Take advantage of this cost-effective opportunity to display your business to New York's county leaders in NYSAC's **2012 County Directory**. The Logo and Profile section of the directory allows you to communicate to current and future clients what your company has to offer. Add your black-and-white logo to ensure your listing stands out from the competition and to reinforce recognition of your brand. To participate, return this completed form to your Naylor account executive.

Please select from the below:

- Black-and-white logo and 50-word profile: \$189.50
- 50-word profile: \$99.50

*All rates are net and per insertion. Invoices are issued upon publication.*



Sample

## Advertiser Information:

Company Name: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Position: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ Website: \_\_\_\_\_

**I agree to all the terms of the rate sheet and this contract as applicable for my company.**

Payment Authorization Signature: X \_\_\_\_\_ Date: \_\_\_\_\_

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