Learn about the many ways your company can reach county officials across New York State by partnering with NYSAC.

- Three statewide magazines annually
- Daily Counties in the News (e-news)
- Weekly County Perspective (e-news)

NYSAC is the only association for all county officials across New York State.

NYSAC represents, educates, serves, and advocates for New York’s counties since 1925.
NYSAC News Magazine
Published three times a year in print and electronic versions.

Counties in the News
Email compilation of county-related news articles from across the state, sent out daily.

County Perspective
Email newsletter highlighting legislative activities in Albany. Sent out during Legislative Session (January - June).

NYSAC News Magazine - Three issues per year
NYSAC News is the official print publication of the New York State Association of Counties. The magazine is published three times a year and is sent to county leaders across the state. Each issue focuses on topics that are timely and meaningful to county officials. NYSAC News is mailed to approximately 2,500 county, state and federal officials and is available for viewing and download on our website.

Counties in the News - Daily ePublication all year long
Counties in the News is a daily email compilation of news articles from across the state, organized by region, and sent to county, state and federal officials. Counties in the News is emailed to approximately 1,600 county decision makers daily.

County Perspective - Weekly ePublication during legislative session
The County Perspective highlights county related issues and activities that take place in Albany and Washington DC each week. The County Perspective is emailed each week during the Legislative Session to approximately 2,100 county decision makers.

Channels of Distribution

<table>
<thead>
<tr>
<th>Channel</th>
<th>Distribution</th>
<th>Users/Reach</th>
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<tbody>
<tr>
<td>NYSAC website</td>
<td>online</td>
<td>34,000+ users annually</td>
</tr>
<tr>
<td>NYSAC News magazine</td>
<td>Print/online</td>
<td>Distribution + events 4,500</td>
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<tr>
<td>Counties in the News</td>
<td>email/online/social media</td>
<td>Circulation 1,600</td>
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<tr>
<td>County Perspective</td>
<td>email/online/social media</td>
<td>Circulation 2,100</td>
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<td>Facebook</td>
<td>social media</td>
<td>Fans 1,425</td>
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<td>Twitter</td>
<td>social media</td>
<td>Followers 3,300</td>
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NYSAC publications are the only publications focused entirely on the challenges and opportunities facing New York’s county governments and county leaders. Our publications are not only mailed and emailed to government officials, they are also shared at events, on our website and on social media. Your message will reach thousands of county, state and federal officials. Advertising with NYSAC is an effective way of getting your products and services noticed by county customers across New York State.
Ad Sizes

PRINT ADS

Counts in the News Ad

90 pixels

600 pixels

The County Perspective Ad (formerly Weekly Wire)

90 pixels

600 pixels
Company Name: ____________________________________________

Address: __________________________________________________
Contact: __________________________________ Title: ____________________________
Phone: __________________ Fax: __________________ Email: ______________________ Website: __________________

What industry are you in? __________________________________________

Payment Options: _____ Visa _____ MasterCard _____ American Express _____ Check (payable to NYSAC)

Name on card: ____________________________________________
Account number: ________________________________________ Expiration date: ____________

TOTAL: __________________ * Signature: ______________________

NYSAC News Magazine

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<th>2020 Fall</th>
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NEW! Advertorial

_____ sponsored print educational content (limited space) $1,200
   Full page, 750 word limit in NYSAC News magazine
   Choose one  Fall  Winter  Spring

County Perspective eNewsletter (during legislative session)

_____ 4 x 1month / size 600 w x 90 h pixels  $200
_____ 12 x 3months / size 600 w x 90 h pixels  $550
_____ 24 x 6months / size 600 w x 90 h pixels  $1,000

Daily Counties in the News eNewsletter (all year)

_____ 5 days a week for 3 months size 600 w x 90 h pixels  $200
_____ 5 days a week for 6 months size 600 w x 90 h pixels  $550
_____ 5 days a week for 12 months size 600 w x 90 h pixels  $1,000
_____ eNewsletters Advertising one year  $1,750

Weblink for eAd: ______________________________________

NYSAC News Magazine: Please fax your form early to reserve your ad space at 518-465-0506. Email your camera ready ad as a jpeg or pdf image at 300+ dpi resolution to Juanita Munguia at jmunguia@nysac.org. Ad sizes are subject to minor adjustments for design enhancement. There will be a $50 set up fee for any ads that need revisions. SAVE 10%: Reserve and pre-pay ads in three or more consecutive issues and save 10% off the total cost.

eAdvertising: Please fax your form early to reserve your ad space at 518-465-0506. Email your eAd as a jpeg, .gif or html format to Juanita Munguia at jmunguia@nysac.org. Ad sizes are subject to minor adjustments for design enhancement. The NYSAC County Perspective is distributed each Monday. County Perspective ads will be featured on the weekly emails that circulate during legislative session. Payment is due upon invoice. *If artwork is not provided for paid ad space, the publisher will use discretion for ad space. NYSAC is not liable for the accuracy of any artwork placed in NYSAC publications. NYSAC reserves the right to accept or reject any advertising.

Return Advertising Form and Payment to:
Juanita Munguia, Marketing Specialist
NYSAC, 540 Broadway, 5th Floor, Albany, New York 12207
Phone: 518.465.1473 x201 - Fax: 518.465.0506 - jmunguia@nysac.org