

# 2020 Media Kit



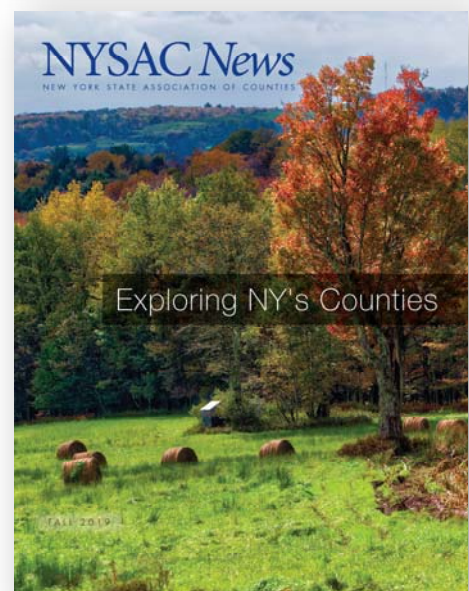
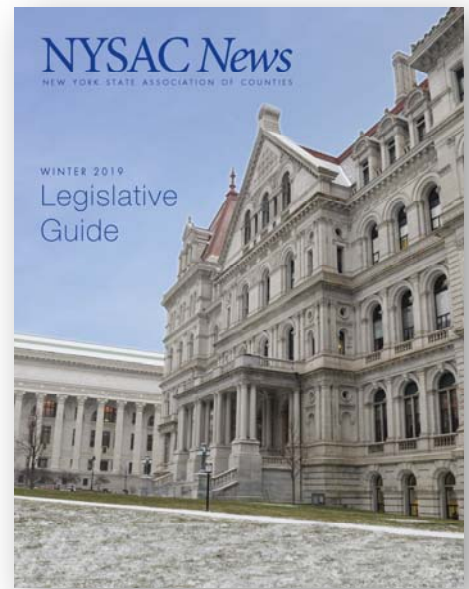
**NYSAC**  
NEW YORK STATE  
ASSOCIATION OF COUNTIES

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.





# Advertising Options

**○ 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 1600 county decision makers daily.*

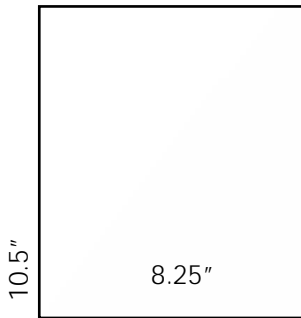
• **County Perspective - Weekly ePublication during legislative session**

*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 2100 county decision makers.*

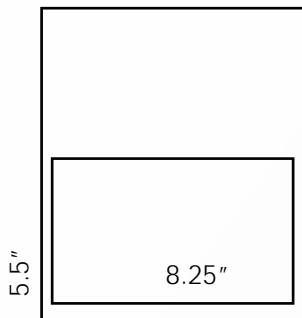
Channels of Distribution		
NYSAC website	online	34,000+ users annually
NYSAC News magazine	Print/online	Distribution + events 4,500
Counties in the News	email/online/social media	Circulation 1,600
County Perspective	email/online/social media	Circulation 2,100
Facebook	social media	Fans 1,425
Twitter	social media	Followers 3,300

*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.*

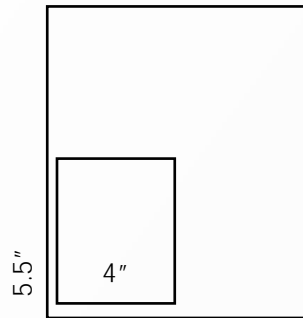
# PRINT ADS



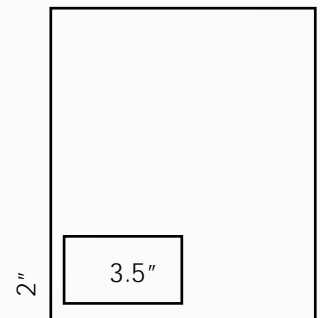
Full Page



Half Page

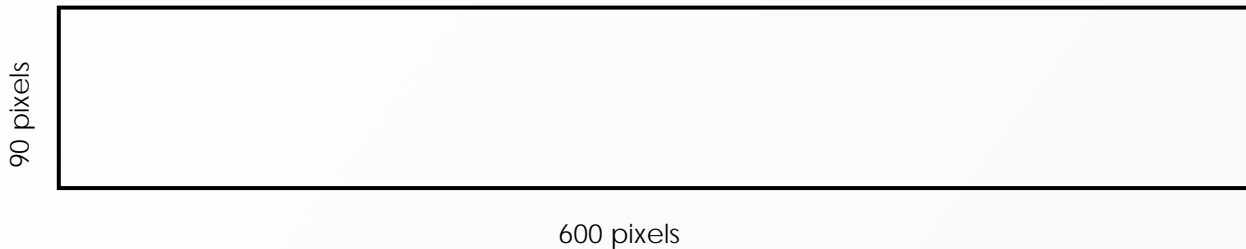


Quarter Page

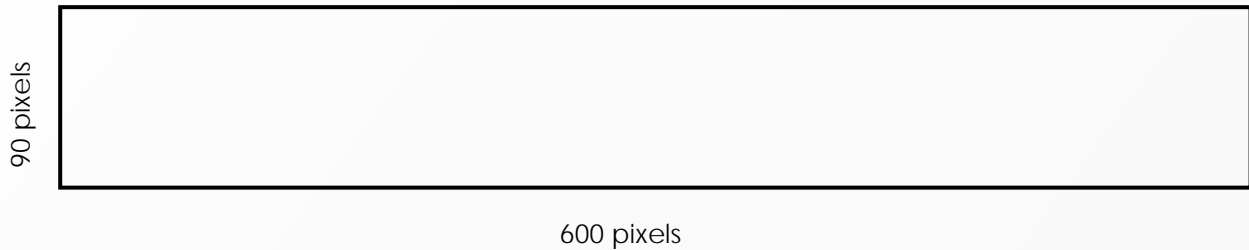


Business Card Size

## Counties in the News Ad



## The County Perspective Ad (formerly Weekly Wire)



# ELECTRONIC ADS

(eAds)



# Advertising Form

Company Name: \_\_\_\_\_  
*Please list company as it should appear on all promotional and identification materials*

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

Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_ Website: \_\_\_\_\_

What industry are you in? \_\_\_\_\_

<b>Payment Options:</b> <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> American Express <input type="checkbox"/> Check ( <i>payable to NYSAC</i> )			
Name on card: _____			
Account number: _____		Expiration date: _____	
TOTAL: \$ _____		* Signature: _____	

### NYSAC News Magazine

<input type="checkbox"/> 2020 Winter	<input type="checkbox"/> 2020 Spring	<input type="checkbox"/> 2020 Fall	
(print)	(print)	(print)	
Due by:	12/16/19	4/27/20	9/25/20
<input type="checkbox"/> 3 1/2" w x 2" h business card size			\$200
<input type="checkbox"/> 4" w x 5 1/2" h			\$300
<input type="checkbox"/> 4" w x 11" h (1/2 page) vertical			\$350
<input type="checkbox"/> 4" w x 11" h vertical color			\$450
<input type="checkbox"/> 8 1/4" w x 5 1/2" h (1/2 page) horizontal			\$350
<input type="checkbox"/> 8 1/4" w x 5 1/2" h horizontal color			\$450
<input type="checkbox"/> 8 1/4" w x 10 1/2" h full page			\$700
<input type="checkbox"/> 8 1/4" w x 10 1/2" h full page color			\$900
<input type="checkbox"/> 8 1/4" w x 10 1/2" h color inside front cover			\$1,000
<input type="checkbox"/> 8 1/4" w x 10 1/2" h color inside back cover			\$1,000
<input type="checkbox"/> 8 1/2" w x 9" h color back cover			\$1,200

### 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](mailto: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](mailto: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](mailto:jmunguia@nysac.org)