

2021 NYSAC *Media Kit*



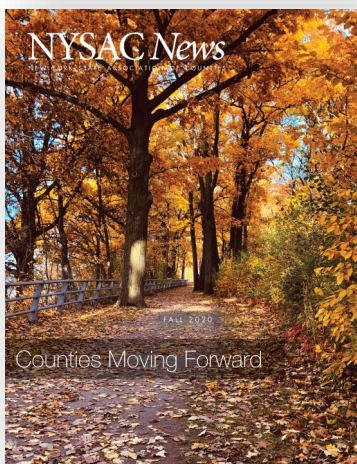
Learn about the many ways your company can reach county officials across New York State by advertising with NYSAC.

- **NYSAC News Magazine**
Three print/electronic magazines annually



- **Daily Counties in the News**
News articles of interest to county officials across the state (eAdvertising)

- **Weekly County Perspective**
Activity at the Capitol during legislative session (eAdvertising)



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
— NEW YORK STATE —
ASSOCIATION OF COUNTIES



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 weekly 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 5,550 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 1,500 county decision makers daily.

● County Perspective - Weekly ePublication during legislative session

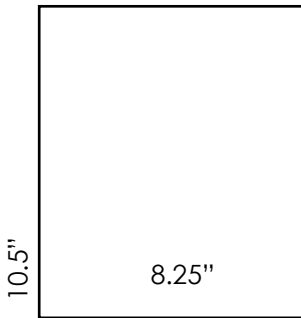
The County Perspective highlights county related issues and activities that take place in Albany and Washington DC each week. The County Perspective is emailed each week during the Legislative Session to approximately 2,000 county decision makers.

Channels of Distribution

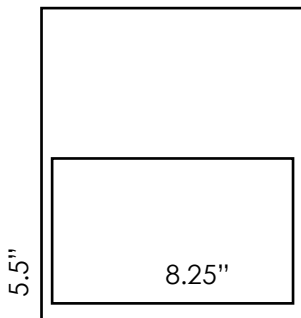
NYSAC website	online	57,400+ users annually
NYSAC News magazine	Print/online	Distribution 5,550
Counties in the News	email/online/social media	Circulation 1,500
County Perspective	email/online/social media	Circulation 2,000
Facebook	social media	Followers 1,649
Twitter	social media	Followers 3,840

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.

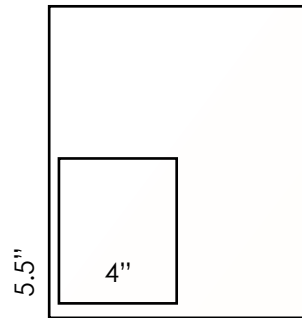
PRINT ADS



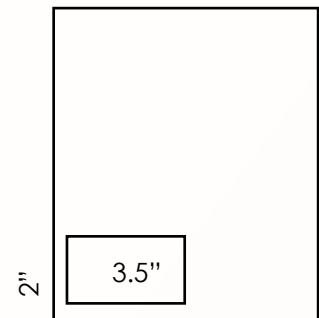
Full Page



Half Page

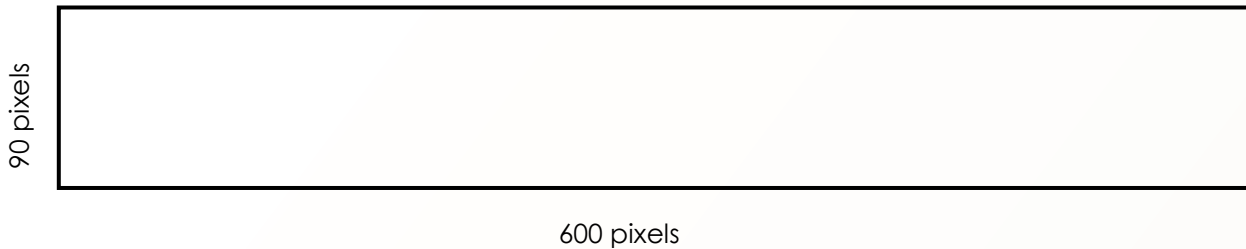


Quarter Page

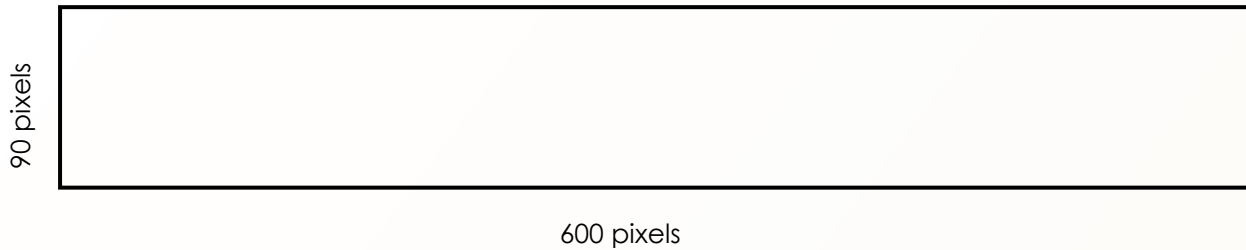


Business Card Size

Counties in the News Ad



The County Perspective Ad (formerly Weekly Wire)



ELECTRONIC ADS

(eAds)



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? _____

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

Name on card: _____

Account number: _____ Expiration date: _____

TOTAL: \$ _____ * Signature: _____

NYSAC News Magazine dates are tentative

	2021 Winter <small>(print)</small> 1/8/21	2021 Spring <small>(print)</small> 5/10/21	2021 Fall <small>(print)</small> 10/8/21
___ 3 1/2"w x 2"h business card size			\$200
___ 4"w x 5 1/2"h			\$300
___ 4"w x 11"h (1/2 page) vertical			\$350
___ 4"w x 11"h vertical color			\$450
___ 8 1/4"w x 5 1/2"h (1/2 page) horizontal			\$350
___ 8 1/4"w x 5 1/2"h horizontal color			\$450
___ 8 1/4"w x 10 1/2"h full page			\$700
___ 8 1/4"w x 10 1/2"h full page color			\$900
___ 8 1/4"w x 10 1/2"h color inside front cover			\$1,000
___ 8 1/4"w x 10 1/2"h color inside back cover			\$1,000
___ 8 1/2"w x 9"h color back cover			\$1,200
___ 17"w x 10 1/2"h color centerfold			\$2,400

Advertorial

___ sponsored print educational content (limited space) \$1,200
 One Full page, 750 word limit in NYSAC News magazine
 Selection ___ Winter ___ Spring ___ Fall

County Perspective eNewsletter (during legislative session)

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

Start Date: _____

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, 515 Broadway, Suite 402, Albany, New York 12207
 Phone: 518.465.1473 x201 Fax: 518.465.0506 jmunguia@nysac.org