

2023 NYSAC Media Kit

Reach county decision makers across
New York State
by advertising with NYSAC in **2023**

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)

Weekly County Conversations

Reach NYSAC's podcast listeners on topics of
interest to county government.
(Audio ad insert in existing or
upcoming episodes)

NYSAC Website

Thousands of county visitors annually
(eAdvertising)



NYSAC
— NEW YORK STATE —
ASSOCIATION OF COUNTIES



- **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 2,000 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 2,000 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 2,200 county decision makers.

- **County Conversations - Weekly podcast episodes all year long**

NYSAC County Conversations features experts on important topics for county government. We offer updates on public policies and interviews with county officials providing innovative programs and services at the local level.

- **NYSAC Website**

NYSAC's website is an essential resource for county officials to stay up to date on the latest news, programs and services, and advocacy for county government. Our website has over 50,000 visitors yearly.

Channels of Distribution		
NYSAC website	online	50,000+ visitors annually
NYSAC News magazine	Print (not including online version)	Distribution 2,000
Counties in the News	email/online/social media	Circulation 2,000
County Perspective	email/online/social media	Circulation 2,200
County Conversations	Email/online/social media	Listeners 3,000 annually
Facebook	social media	Followers 2,000
Twitter	social media	Followers 4,519

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.

Terms and Conditions

NYSAC News Magazine: Email your form early to reserve ad space. 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. We charge \$150 to create artwork for you. There is a \$75 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: Counties in the News and County Perspective - Please email or fax your form early to reserve your ad space. 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. County Perspective ads will be featured on weekly emails that circulate during legislative session. Advertisers can track ad clicks by providing a trackable url that your company can monitor.

Website Ads: Advertising options are limited to two placements on our subpages. Advertising on the homepage is not available. Please email or fax your form early to reserve your ad space. Email your eAd as a jpeg, .gif or html format to Juanita Munguia at jmunguia@nysac.org. Advertisers are encouraged to provide a trackable url that your company can use to monitor clicks or traffic to your website.

*If artwork is not provided for paid ad space, the publisher may use discretion for ad space. NYSAC is not liable for the accuracy of any artwork submitted. NYSAC reserves the right to accept or reject any advertisement. Advertising on www.nysac.org is not an endorsement of advertisers or their products and services.

Podcast Audio Ad: NYSAC will thank you as the "**Presenting Sponsor**" of four episodes and read your 30-45 second script on your solutions for counties halfway into each of the four episodes. There is a 75 word limit.

Episodes will be recorded and made available to NYSAC members on NYSAC's website and promoted in our Counties in the News and County Perspective eNewsletters, and sent in targeted emails to members. Social media "thank you" post for your sponsorship after your sponsored episodes air.

Over the past year, NYSAC's County Conversations Podcast has had more than 1.3k total listens/downloads. Our podcast is hosted on Podbean, and is also available on Spotify, Apple Podcasts, and Google Podcasts. Visit: www.nysac.podbean.com to listen to our podcast

Advertising with NYSAC:

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. Advertising with NYSAC is not an endorsement of the advertising company. If you provide an ad for an ePublication or our website and want the ability to track clicks to your ad, please remember to provide a trackable URL for your ad. Deadlines, pricing, and availability are subject to change. By submitting the advertising form from this media kit, you agree to the terms and conditions stated in this media kit.



Advertising Form

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

Address: _____

Contact: _____ Title: _____

Phone: _____ Email: _____ Website: _____

What industry are you in? _____

*Contact Signature: _____
By submitting this advertising form, you agree to the terms and conditions in this media kit.

NYSAC News Magazine dates are tentative, price is per issue.

_____ 2023 Fall	_____ 2024 Winter	_____ 2024 Spring/Summer
<small>(print)</small>	<small>(print)</small>	<small>(print)</small>
Due by: 9/22/23	1/10/24	5/5/24

- _____ 4"w x 11"h half page vertical \$550
- _____ 8 1/4"w x 5 1/2"h half page horizontal \$550
- _____ 8 1/4"w x 10 1/2"h full page \$1,000
- _____ 8 1/4"w x 10 1/2"h color inside front cover \$1,100
- _____ 8 1/4"w x 10 1/2"h color inside back cover \$1,100
- _____ 8 1/2"w x 9"h color back cover \$1,200
- _____ 17"w x 10 1/2"h color centerfold \$2,400
- _____ Advertorial \$1,200

Sponsored print educational content (limited space) One full page, 750 word limit in NYSAC News magazine. Price is per issue. _____ Winter _____ Spring _____ Fall

County Conversations Podcast Advertising

_____ Audio ad in three consecutive episodes \$1,000

County Perspective eNewsletter (during legislative session)

_____ 24 x 6months / size 600 w x 90 h pixels \$1,200

Daily Counties in the News eNewsletter (all year)

_____ 5 days a week for 6 months size 600 w x 90 h pixels \$750

_____ 5 days a week for 12 months size 600 w x 90 h pixels \$1,400

_____ Both eNewsletters Advertising one year \$2,300

Weblink for eAd: _____

Start Date: _____

Website Advertising

_____ Column Ad: 250 x 250 pixels Jan-Dec 2023 \$3,000

_____ Column Ad: 250 x 250 pixels six months \$2,000

_____ Banner Ad: 728 x 90 pixels Jan-Dec 2023 \$2,500

_____ Banner Ad: 728 x 90 pixels six months \$1,500

Start Date: _____

Requested webpage for ad placement: _____

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

Name on card: _____

Account number: _____ Expiration date: _____

TOTAL: \$ _____ * Signature: _____

Return Advertising Form and Payment to:

Juanita Munguia, Business Development Manager
NYSAC, 515 Broadway, Suite 402, Albany, New York 12207
Phone: 518 465 1473 x201 jmunguia@nysac.org