



# 2026 NYSAC Media Kit

Reach county decision makers across  
New York State by advertising with  
NYSAC in 2026!



*Sheldon Hall, Oswego County, lit green for Operation Green Light.*

## **NYSAC News Magazine**

Three print/electronic  
magazines annually.

## **County Perspective Newsletter**

Updates from the Capitol during the  
State Legislative Session.

## **Counties in the News**

News articles of interest to county  
officials across the state.



• **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, Monday - Friday, excluding holidays

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 2,000 county decision makers.

NYSAC Media		
NYSAC website	Online	80,000+ 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 2,000+
County Conversations		Listeners 2,500 annually
Facebook	Social media	Followers 2,700
X	Social media	Followers 4,650
Instagram	Social media	Followers 2,660
YouTube	Social media	Subscribers 1,340

NYSAC publications are focused entirely on the challenges and opportunities facing New York's county governments and county leaders. Our publications are mailed and emailed to government officials, shared at events, and posted on our website and on social media channels. Your message will reach thousands of county, state and federal officials. Advertising with NYSAC is an effective way of getting your programs and services noticed by local leaders 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](mailto: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 your form early to reserve your ad space. Email your eAd as a jpg, .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. 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.

**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 company providing the artwork. **If you provide an ad for an ePublication 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.

**NYSAC Code of Conduct:** NYSAC is committed to fostering a welcoming and inclusive environment. Harassment and /or unprofessional behavior of any kind will not be tolerated. Participants and guests experiencing harassment at any NYSAC event should report the incident to the venue staff and a NYSAC employee as soon as possible. NYSAC will review all complaints thoroughly and take appropriate action. At NYSAC's discretion, any harassment or unprofessional behavior that is a violation of this Code of Conduct may result in the immediate removal from current or future events.



# Advertising Form

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

*Please list company as it should appear on all promotional and identification materials*

Full 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 four page media kit.*

## NYSAC News Magazine

Dates are tentative, price is per issue.

_____ <b>2026 Spring/Summer</b>	_____ <b>2026 Fall</b>	_____ <b>2027 Winter</b>
(print)	(print)	(print)
Due by: 5/22/26	9/18/26	1/20/27

\_\_\_\_\_ 4"w x 11"h half page vertical \$600

\_\_\_\_\_ 8 1/4"w x 5 1/2"h half page horizontal \$600

\_\_\_\_\_ 8 1/4"w x 10 1/2"h full page \$1,050

\_\_\_\_\_ 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

## ePublications

**County Perspective eNewsletter**  
(Weekly ePublication during legislative session)

\_\_\_\_\_ 6+ months / size 600 w x 90 h pixels \$1,300

**Daily Counties in the News eNewsletter**  
(Daily ePublication all year, Monday - Friday, excluding holidays)

\_\_\_\_\_ 12 months / size 600 w x 90 h pixels \$1,600

\_\_\_\_\_ Both eNewsletters Advertising one year \$2,700

Weblink for eAd: \_\_\_\_\_

**Start Date:** \_\_\_\_\_

**Payment Options:** \_\_\_\_\_ Visa \_\_\_\_\_ MasterCard \_\_\_\_\_ AMEX \_\_\_\_\_ Check

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