2027 NYSAC Media Kit

Reach county decision makers across New York State by advertising with NYSAC in 2027!



Holiday Valley, Cattaraugus County

NYSAC News Magazine
Three print/electronic magazines annually.

Counties in the News
News articles of interest to county officials across the state.

County Perspective Newsletter
Updates from the Capitol during the State Legislative Session.

NYSAC
NEW YORK STATE
ASSOCIATION OF COUNTIES

Advertising Options

- **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	90,000 visitors annually
NYSAC News magazine	Print (not including online version)	Distribution 2,000
Counties in the News	Email/online/social media	Circulation 2,500+
County Perspective	Email/online/social media	Circulation 2,000+
County Conversations	Email/online/social media	Listeners 2,800 annually
Facebook	Social media	Followers 3,000
X	Social media	Followers 3,100
Instagram	Social media	Followers 2,800
YouTube	Social media	Subscribers 1,350

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. 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. 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.

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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.

	2027 Winter (print)	**2027 Spring/Summer** (print)	**2027 Fall** (print)
Due by:	1/22/27	5/7/27	9/17/27

____	4"w x 11"h half page vertical	$700
____	8 1/4"w x 5 1/2"h half page horizontal	$700
____	8 1/4"w x 10 1/2"h full page	$1,150
____	8 1/4"w x 10 1/2"h color inside front cover	$1,200
____	8 1/4"w x 10 1/2"h color inside back cover	$1,200
____	8 1/2"w x 9"h color back cover	$1,300
____	17"w x 10 1/2"h color centerfold	$2,500

_____ Advertorial $1,300

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