

# 2024 NYSAC Media Kit



**NYSAC**  
— NEW YORK STATE —  
ASSOCIATION OF COUNTIES

Reach county decision makers across  
New York State  
by advertising with NYSAC in **2024**

## **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)



# 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 2,200 county decision makers.*

- County Conversations - *Weekly podcast episodes throughout the year*

*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.*

| 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 2,500 annually  |
| Facebook                 | social media                         | Followers 2,200           |
| X (formerly Twitter)     | social media                         | Followers 4,614           |

*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](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 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](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.

**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](http://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 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*

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 media kit.*

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

|   |  |  |
|---|--|--|
| _____ 2024 Winter<br><small>(print)</small><br>Due by: 12/18/23 | _____ 2024 Spring/Summer<br><small>(print)</small><br>5/6/24 | _____ 2024 Fall<br><small>(print)</small><br>9/23/24 |
|---|--|--|

- \_\_\_\_\_ 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 four 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:** \_\_\_\_\_

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