

PENNSYLVANIA county news

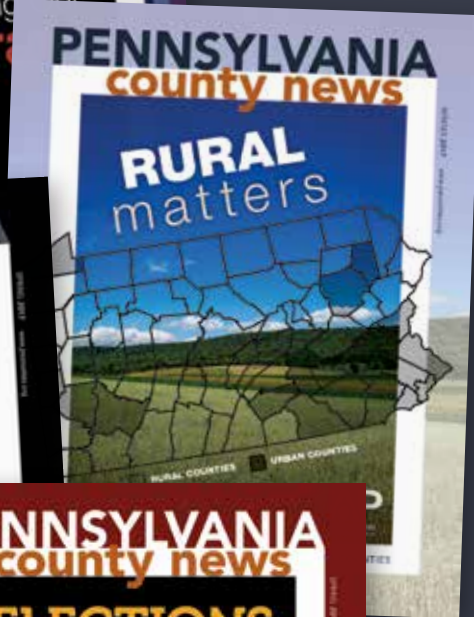
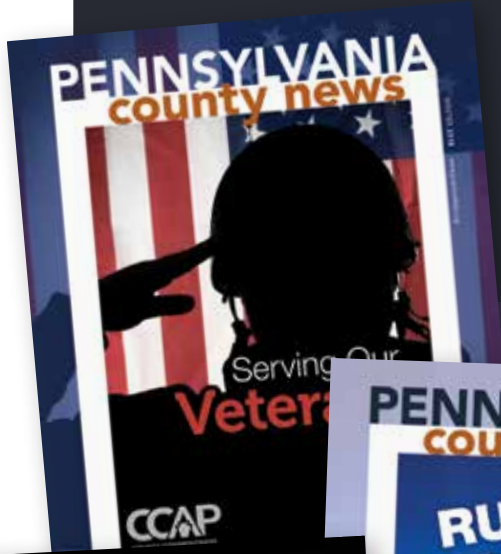
2019 MEDIA KIT

A five-time **NATIONAL AWARD** winning publication of the County Commissioners Association of Pennsylvania

County leaders have come to trust the *Pennsylvania County News* for the most up-to-date information about issues and ideas. Advertising in this magazine puts the name of companies who do, or want to do, business with counties directly in front of those decision makers.

CCAP
COUNTY COMMISSIONERS
Association of Pennsylvania

THE VOICE OF PENNSYLVANIA COUNTIES





COUNTY COMMISSIONERS
Association of Pennsylvania

The *Pennsylvania County News* is the premier publication of the County Commissioners Association of Pennsylvania (CCAP), a statewide, nonprofit, nonpartisan Association representing the county commissioners, council members, county executives, administrators, chief clerks and solicitors in Pennsylvania's 67 counties. The *Pennsylvania County News* serves as a mouthpiece for county and local government issues and provides education and information about counties to its 1,500+ readers.

Editorial Calendar

Winter 2019
Aging, Housing

Spring 2019
Behavioral Health,
Medical Marijuana

Summer 2019
Open for ongoing issues

Fall 2019
Confidentiality, Autism

Tentative: scheduled themes are subject to change by the Editorial Board

Who reads *Pennsylvania County News*?

1,500+ *Pennsylvania County News* Readers

- ▼ County Commissioners, County Executives, Council Members, Chief Clerks, County Administrators, Solicitors
- ▼ Other County Officials
- ▼ CCAP Associate Members
- ▼ State Legislators and Other Commonwealth Officials
- ▼ CCAP Staff and Others

Why advertise in *Pennsylvania County News*?

Pennsylvania County News is the only magazine for and about PA's county government leaders and is proud to be a national award winning publication.

Pennsylvania County News is thoroughly read – according to a recent survey, 91.5 percent of subscribers read some, most or the entire magazine.

Receipt of the *Pennsylvania County News* is anticipated – nearly 80 percent of respondents said they read the magazine within the first two days of receiving it. Of the 80 percent, approximately half read it within the first 24 hours.

Pennsylvania County News is passed on – in a recent survey, 26 percent of subscribers said they share the magazine with others, meaning hundreds of additional people are reading it on a regular basis.

The *Pennsylvania County News* magazine has received superior publication awards from the National Association of County Information Officers (NACIO) and locally from the Central Pennsylvania Chapter of the Public Relations Society of America (PRSA).

When is *Pennsylvania County News* published?

The *Pennsylvania County News* is published quarterly, hitting mailboxes in February (winter issue), May (spring issue), August (summer issue) and November (fall issue). Additional advertising opportunities are available in the Annual Conference Program, which is also published in August and distributed on-site at the Conference.

County News Deadlines:

ISSUE	AD RESERVATION	ARTWORK DUE
Winter (February)	12/7/2018	12/14/2018
Spring (May)	3/8/2019	3/15/2019
Summer (August)	6/14/2019	6/21/2019
Fall (November)	9/13/2019	9/20/2019

(rates are per issue)

County News Rates:

AD/SIZE PLACEMENT	1-2 issues		3-4 issues	
	B&W	4-COLOR	B&W	4-COLOR
Full Page Bleed: 8.5 x 11 No Bleed: 7 x 10	\$530	\$930	\$480	\$880
1/2 Page Horizontal: 7 x 4.875 Vertical: 3.25 x 10	\$452	\$852	\$426	\$826
1/4 Page Horizontal: 7 x 2.5 Vertical: 3.375 x 4.875	\$358	\$758	\$332	\$732
1/8 Page 3.5 x 1.25	\$326	\$726	\$300	\$700
PREMIUM PLACEMENT	1-2 issues		3-4 issues	
	B&W	4-COLOR	B&W	4-COLOR
Back Cover 7 x 6 SOLD 2019	N/A	\$1013	N/A	\$986
Inside Front Cover SOLD 2019 Bleed: 8.5 x 11 No Bleed: 7 x 10	N/A	\$1,080	N/A	\$1,050
Inside Back Cover Bleed: 8.5 x 11 No Bleed: 7 x 10	N/A	\$1,065	N/A	\$1,040

Advertising Notes:

CCAP Associate Members receive a 10 percent discount on the listed ad rates. Rates listed are per issue. Premium Placement ads are sold on a first-come, first-served basis. Advertisers requesting preferred positions such as opposite full editorial will be charged an additional 15 percent of the ad rate. Advertorials and inserts are not available for this publication. All ad sizes shown are in inches, width x height. Publication trim size is 8.5" x 11". Add 1/8" to all sides for bleed. All issues subject to change at editor's discretion.

Ad Submission:

Print ready PDF file format is preferred. Be sure to embed fonts in PDF file and convert all spot colors to 4-color process. JPG files are accepted only when saved in high resolution. Files may be emailed directly to Jen Smith at jen@thinkgraphtech.com, or uploaded at www.thinkgraphtech.com.

2019 CCAP Annual Conference Program Advertising

AD SIZE/PLACEMENT	B&W	COLOR
Full Page 5 x 7	\$531	\$931
1/2 Page 5 x 4	\$452	\$852
1/3 Page 5 x 2.5	\$358	\$758
PREMIUM PLACEMENT	B&W	COLOR
Back Cover 5 x 7	N/A	\$1,065
Inside Front Cover 5 x 7	N/A	\$1,013
Inside Back Cover 5 x 7	N/A	\$1,013
Pocket Divider Flap (front or back side) 4 x 3.5	N/A	\$1,013
Notes Page (same ad at bottom of page, 20-30 pages total) 5 x 2	\$1,015	\$1,540

The CCAP Annual Conference held in August will include a program that all attendees will receive. Advertising in this publication is a great way to get in front of the decision makers attending the conference. All advertising notes apply.

Conference Program Advertising
& Artwork Deadline: **June 1, 2019**

PENNSYLVANIA county news



Please complete this form and email to Jen Smith at jen@thinkgraphtech.com or fax to (717) 238-3081. Feel free to contact Jen if you have any questions at (717) 238-5751, Ext. 124 or jen@thinkgraphtech.com.

Contact Information

Organization Name _____

Address _____ City _____ State _____ Zip _____

Phone _____

Contact Person _____

Email _____

Billing Information (if different from contact)

Organization Name _____

Address _____ City _____ State _____ Zip _____

Phone _____

Contact Person _____

Email _____

Pennsylvania County News Advertising (Quarterly Editions):

Standard Placement

- Full Page
- 1/2 Page
- 1/4 Page
- 1/8 Page

Preferred Placement

- ~~Back Cover~~ SOLD / 2019
- ~~Inside Front Cover~~ SOLD / 2019
- Inside Back Cover

Color

- Black & White
- Color

Issue(s)

- Winter (February)
- Spring (May)
- Summer (August)
- Fall (November)

Sub-Total:

\$ _____

CCAP Annual Conference Program Advertising (August Publication):

Standard Placement

- Full Page
- 1/2 Page
- 1/3 Page

Preferred Placement

- Back Cover
- Inside Front Cover
- Inside Back Cover
- Pocket Divider Flap
- Notes Page

Color

- Black & White
- Color

Sub-Total:

\$ _____

Payment Information

- Please invoice me:** In Full Per Issue
- Please charge my credit card:** In Full Per Issue
- Visa Mastercard Discover American Express

Advertising Rate Total:

\$ _____

Credit Card Number _____

Expiration Date _____

Name on Card _____

CIV # _____

Signature _____

Contract Regulations: CCAP reserves the right to reject any unsuitable advertising copy. Advertisers and agencies assume liability for all content and also assume responsibility for any claims therefore made against the publisher. **Billing and Cancellations:** Advertisers will be billed before each issue. All accounts must be paid within 30 days of the billing date. CCAP and Graphtech reserve the right to cancel any advertising contract due to nonpayment. No cancellations will be accepted after the closing date. Previous artwork will be repeated according to the contract unless new copy is received by the closing dates listed on the contract.

Pennsylvania County News is published by:

Graphtech • 1310 Crooked Hill Road, Suite 800 • Harrisburg, PA 17110
(717) 238-5751 • www.thinkgraphtech.com

For questions about CCAP vendor opportunities or to subscribe to *Pennsylvania County News*, please contact Mandi Glantz at (717) 736-4739 or mglantz@pacounties.org.