

PENNSYLVANIA county news

2020 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

Welcome to County Government

Following the general election in November 2019, there will be some new county government leaders taking office in January 2020 that will be receiving the magazine for the first time.

Advertise now to put your services in front of these new decision makers!



Topics in the *Pennsylvania County News* include dozens of issues touched by CCAP and counties, such as: human services (children and youth, mental health, intellectual disabilities, drug and alcohol, aging, housing), public safety, transportation, environmental issues, judicial administration, corrections, elections, emergency management, real estate tax assessments, community and economic development, public records management, government relations, communications, education, training, insurance programs and services, advocacy, technology, legislation, media relations, publications, risk management, vendor relations and other leadership and community issues.

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).

County News Deadlines:

ISSUE	AD RESERVATION	ARTWORK DUE
Winter (February)	12/6/2019	12/13/2019
Spring (May)	3/6/2020	3/13/2020
Summer (August)	6/5/2020	6/12/2020
Fall (November)	9/4/2020	9/11/2020

(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	\$565	\$965	\$525	\$925
1/2 Page Horizontal: 7 x 4.875 Vertical: 3.25 x 10	\$475	\$875	\$465	\$865
1/4 Page Horizontal: 7 x 2.5 Vertical: 3.375 x 4.875	\$375	\$775	\$365	\$765
1/8 Page 3.5 x 1.25	\$365	\$765	\$345	\$745
PREMIUM PLACEMENT	1-2 issues		3-4 issues	
	B&W	4-COLOR	B&W	4-COLOR
Back Cover 7 x 6	N/A	\$1,045	N/A	\$1,025
Inside Front Cover ^{SOLD 2020} Bleed: 8.5 x 11 No Bleed: 7 x 10	N/A	\$1,095	N/A	\$1,065
Inside Back Cover Bleed: 8.5 x 11 No Bleed: 7 x 10	N/A	\$1,075	N/A	\$1,045

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.

2020 CCAP Annual Conference Program Advertising

AD SIZE/PLACEMENT	B&W	COLOR
Full Page 5 x 7	\$565	\$965
1/2 Page 5 x 4	\$475	\$875
1/3 Page 5 x 2.5	\$385	\$785
PREMIUM PLACEMENT	B&W	COLOR
Back Cover 5 x 7	N/A	\$1,045
Inside Front Cover 5 x 7	N/A	\$1,095
Inside Back Cover 5 x 7	N/A	\$1,075
Pocket Divider Flap (front or back side) 4 x 3.5	N/A	\$1,065
Notes Page (same ad at bottom of page, 20-30 pages total) 5 x 2	\$1,145	\$1,545

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, 2020**

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
- Inside Front Cover SOLD / 2020
- 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:

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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.