



# TEXAS County Progress

## 2017 MEDIA KIT



## JANUARY

Deadline  
Dec. 9

- 85th Legislature Opens - Key County Issues
  - » Bills Filed, Legislative Lexicon
- The County Judges and Commissioners Association of Texas
- Glimpse in the Life of a Texas County Judge
- V.G. Young Conference Preview
- West Texas Association: Call for Scholarship Applications
- Road and Bridge Spotlight
- Jail Feature

## FEBRUARY

Conference Distribution Issue

Deadline  
Jan. 10

- Courthouse Trails
- Truth in Taxation
- Leadership/Team Building
- 85th Texas Legislature – Bills Filed
- West Texas Conference Preview
- V.G. Young Conference Preview
- Glimpse in the Life of a Texas County Commissioner
- Road and Bridge Spotlight
- Jail Feature

## MARCH

Deadline  
Feb. 10

- County Government Month Preview
- Health Care Package
  - » Indigent and Inmate Health Care
  - » Employee Health Clinics
  - » Emergency Services Districts
- West Texas Conference Preview
- North & East Texas Conference Preview
- Road and Bridge Spotlight
- Jail Feature

## APRIL – Conference Distribution Issue

Deadline  
Mar. 10

- County Budget Preparation
  - » Strategic Planning
  - » Growth Management
- Ethics and County Government
- West Texas Conference Preview
- South Texas Conference Preview
- North & East Texas Conference Preview
- Road and Bridge Spotlight
- Jail Feature

## MAY – Conference Distribution Issue

Deadline  
Apr. 10

- Delinquent Fine and Fee Collection
- County Focus: The Big Picture
  - » Offices That Make Up County Government and Relationship to Commissioners Court
- Memorial Day Feature
- South Texas Conference Preview
- North & East Texas Conference Preview
- Road and Bridge Spotlight
- Jail Report

## JUNE – Conference Distribution Issue

Deadline  
May 10

- Fireworks and County Authority
- Software Product Spotlight
- Tobacco Settlement Distribution
- The Texas County Judge – Part One
- West Texas Conference Report
- South Texas Conference Preview
- Road and Bridge Spotlight
- Jail Feature

## JULY – Special Road and Bridge Issue

Deadline  
June 9

- Road and Bridge Focus
  - » Road and Bridge Product Spotlight
  - » How to Make Roads Last Longer
  - » Drainage Districts
  - » Preventive Maintenance
- North and East Texas Conference Report
- CJCAT Annual State Conference Preview
- Texas County Judge – Part Two
- Jail Feature

## AUGUST

Conference Distribution Issue

Deadline  
July 10

- Courthouse Trails
- County Bonding Authority
- County Indigent Defense
- Texas County Judge – Part Three
- CJCAT State Conference Preview
- Far West Texas Conference Preview
- South Texas Conference Report
- Road and Bridge Spotlight
- Jail Feature

## SEPTEMBER

Conference Distribution Issue

Deadline  
Aug. 10

- Disaster Preparedness/ Emergency Management
- Property Tax Report
- Glimpse in the Life of a Texas County Judge
- Special Section: Tax Assessor-Collector
- CJCAT State Conference Preview
- North & East Texas Conference Report
- Far West Texas Conference Preview
- Road and Bridge Feature
- Jail Feature

## OCTOBER

Deadline  
Sept. 8

- Economic Development
  - » Effective Tools
  - » Funding Resources
- Special Clerks Section
- County Government Revenue Stream
- Glimpse in the Life of a Texas County Commissioner
- District Conferences Preview
- Road and Bridge Spotlight
- Jail Feature

## NOVEMBER – Special Jail Issue

Deadline  
Oct. 10

- Illegal Dumping
- Veterans Day
- State Conference Report
- District Conferences Preview
- Jail Focus
  - » New Construction
  - » Mentally Incompetent Inmates
  - » Texas Commission on Jail Standards
- Road and Bridge Spotlight

## DECEMBER

Deadline  
Nov. 10

- Purchasing Laws – Update From the 85th Legislature
  - » Cooperative Purchasing
- TDA Farm and Ranch Recognition
- Acquisitions Through Auctions
- Far West Conference Report
- V.G. Young Conference Preview
- West Texas Association – Call for Scholarship Applications
- Road and Bridge Spotlight
- Jail Feature

## What our readers are saying:

“I will remember that company name and logo, and visit with them since I’ve seen their ad in *County Progress*. It helps give me a visual recognition of that company.”

- Commissioner

“You stay on top of things. You’re like a Bible to me.”

- Judge

“We purchase things through the ads. They catch your attention.”

- Judge

“I like that I can find out about new vendors that I don’t know about, and then I will talk to them and see if they are someone I want to use. Basically, you guys start my investigation of seeing if I want to use a new vendor or not.”

- Commissioner

“We call about the ads. We don’t have outlets for a lot of things, so that’s how we find out who handles what.”

- Commissioner

“When we were getting ready to build a jail, I contacted a vendor as a result of an ad I saw in *County Progress*.”

- Judge

“If we are trying to get information, we like to look in *County Progress* and see what’s out there.”

- Judge

“I use *County Progress* the most. It’s like an extra hand helping you with your job.”

- Judge

**ADVERTISING  
PACKAGES**

Package	3-Run	6-Run	12-Run
Full Page	\$1,850	\$1,680	\$1,560
Junior Spread	\$1,850	\$1,680	\$1,560
Two-Thirds Page	\$1,550	\$1,450	\$1,280
Half Page	\$1,350	\$1,250	\$1,120
Third Page	\$1,175	\$1,120	\$994

**Advertising Packages Deliver More Results!** All advertising packages include online media at a discounted rate. Add frequency and increase the results of your advertising with the addition of web display advertising, e-blast, video and social media!

	Frequency/ Year	Print Advertisement	E-Edition Display Advertisement	Web Display Advertising	E-Blast Sponsorship	Online Video Commercial	Social Media Promotion
<b>Full Page &amp; Junior Spread</b>	12	✓	✓	✓	✓	✓	✓
	6	✓	✓	✓	✓	✓	
	3	✓	✓	✓	✓	✓	
<b>Two-Thirds Page</b>	12	✓	✓	✓	✓	✓	
	6	✓	✓	✓	✓	✓	
	3	✓	✓	✓	✓	✓	
<b>Half Page</b>	12	✓	✓	✓	✓		
	6	✓	✓	✓	✓		
	3	✓	✓	✓	✓		
<b>Third Page</b>	12	✓	✓	✓			
	6	✓	✓	✓			
	3	✓	✓	✓			

**A LA CARTE  
AD OPTIONS**

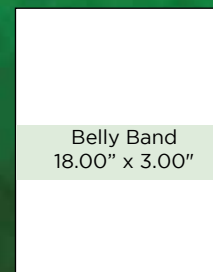
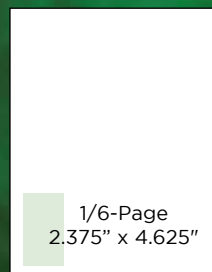
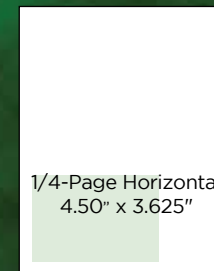
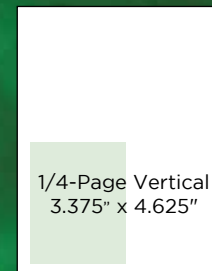
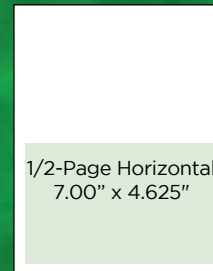
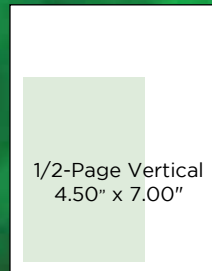
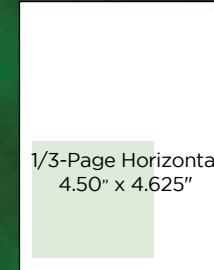
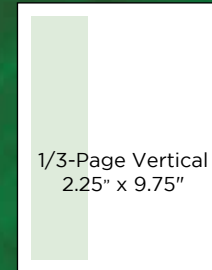
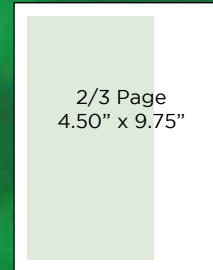
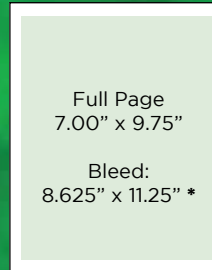
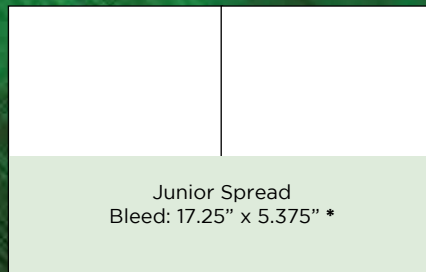
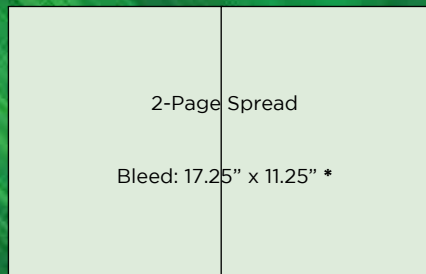
**County Progress  
Readers are  
decision makers!**

*County Progress* magazine is the only monthly magazine to completely saturate the County government market in Texas. Reaching every Judge, Commissioner, Sheriff, Purchasing Agent, Clerk, Tax Assessor, JP and Road Administrator in the state.

	1-Run	3-Run	6-Run	12-Run
Inside Front Cover				\$1,500
Back Cover				\$1,500
Inside Back Cover				\$1,500
Page 3				\$1,500
Full-Page Spread	\$2,400	\$2,160	\$2,040	\$1,920
Full Page	\$1,500	\$1,350	\$1,275	\$1,200
Junior Spread	\$1,500	\$1,350	\$1,275	\$1,200
Two-Thirds Page	\$1,350	\$1,250	\$1,175	\$1,100
Half Page	\$1,200	\$1,100	\$1,025	\$950
Third Page	\$1,075	\$975	\$900	\$825
Quarter Page	\$1,000	\$900	\$825	\$750
Belly Band	\$5,000	\$5,000	\$5,000	\$5,000

Advertising Element	Cost
Leaderboard (728x90 pixels) - Top of the page	\$400/month
Wide Skyscraper (160x600 pixels) - Right rail, above the fold	\$300/month
Medium Rectangle (300x250 pixels) - Right rail, below the fold	\$200/month
Rectangle (180x150 pixels) - Embedded in articles	\$150/month
Press Release Online (with one photo)	\$250
Add a video to online press release	\$100
Social Media promotion	\$50
Add a video to your digital edition ad	\$450
E-blast Newsletter Banner	\$200
E-blast List Rental	\$1,500

## PRINT/DIGITAL ADVERTISING SIZES



## Web & Newsletter Advertising Sizes

Web and newsletter ads should be 72 dpi; JPEG or GIF file types are preferred.

Leaderboard: 728x90 pixels

Wide Skyscraper: 160x600 pixels

Medium Rectangle: 300x250 pixels

Rectangle: 180x150 pixels

Publication trim size: 8 1/2 x 11"

\*Live copy should be kept at a minimum of 1/2" from the trim size on all bleeds.

## PRINT SPECIFICATIONS

### ACCEPTABLE FILE TYPES

We accept TIF, JPEG, EPS and PDF files for our print ads. Files may be submitted on Flash Drives, CD-ROMs, via e-mail, or shared via Dropbox.

### FONT USAGE

Please ensure that any fonts embedded in EPS files are included. Ad files in PDF format or a rasterized TIF file may be sent without fonts.

### GRAPHIC ISSUES

You must include all graphics with EPS files. If there are embedded fonts in your graphics, those font files must be included also. For optimal reproductions, photos should be scanned at a minimum resolution of 300 dpi. Be sure to scan images in at least the size they appear in your ad since enlarging images after scanning reduces resolution. Your files must have a resolution of 300 dpi and be CMYK.

## WEB & NEWSLETTER SPECIFICATIONS

We accept JPEG, PNG, and GIF files for our web ads. Animated GIF ads are acceptable for the website, but not for newsletter insertions. Files may be submitted on Flash Drives, CD-ROMs, via e-mail or shared via Dropbox. Your files must have a resolution of 72 dpi and be RGB.

## VIDEO SPECIFICATIONS

### ACCEPTABLE FILE TYPES

Videos for use in our digital publications should be submitted in one of the following formats: FLV, MP4, MPG, MPEG, MOV, OGV, OGG, WMV, and AVI. The optimal ratio is 4:3 or 16:9. Your video resolution must be even numbers in width and height. Odd number resolutions will not process. The max file size for all formats is 50 MB. Videos will be sized to fit within your ad in the digital issue, and you can request where within your ad you'd like the video to be located. Files may be submitted on Flash Drives, CD-ROMs, via e-mail or shared via Dropbox.