

2013

# EDITORIAL CALENDAR



"County Progress is an invaluable resource for county officials. I look forward to each issue as a source of information on recent events and matters that we are dealing with on the county level. I have also found it to be a useful networking tool as well as I learn more about what is going on in other counties around the state."

Susan Redford  
Ector County Judge

## JANUARY

### 83<sup>rd</sup> Legislature Opens – Key County Issues

- ▶ Bills Filed
- ▶ Testimony of County Officials
- ▶ Layout of Capitol

### Legislative Lexicon

### Steps to Lawmaking

### V.G. Young Conference Preview

### West Texas Association: Call for Scholarship Applications

### Real County Centennial Countdown

### Key Concept

### Road and Bridge Spotlight

### Jail Feature

## FEBRUARY

### Courthouse Trails

### Truth in Taxation

### Key Concept

### Effective Communication Tools for Commissioners Court

- ▶ Constituent Education
- ▶ Facebook, Emergency Notifications, Blogs

### Real County Centennial Countdown

### 83<sup>rd</sup> Texas Legislature – Bills Filed

### West Texas Conference Preview

### V.G. Young Conference Preview

### Road and Bridge Spotlight

### Jail Feature

## MARCH

### County Government Month Preview

### Key Concept

### Health Care Package

- ▶ Indigent Health Care
- ▶ Inmate Health Care
- ▶ County Employee Health Care
- ▶ Emergency Services Districts

### Real County Centennial Countdown

### 83<sup>rd</sup> Texas Legislature – Bills Filed

### West Texas Conference Preview

### Road and Bridge Spotlight

### Jail Feature

## APRIL

### County Budget Preparation

- ▶ Growth Management/Strategic Planning

### Ethics and County Government

### Key Concept

### Real County Centennial Countdown

### A Day at the Capitol – Shadowing Report from 83<sup>rd</sup> Legislature

- ▶ Bills Filed

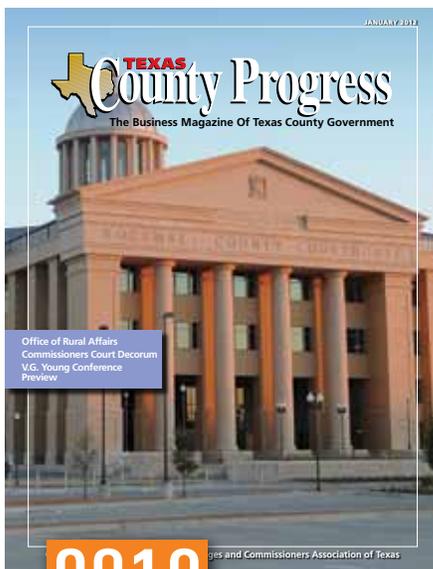
### West Texas Conference Preview

### South Texas Conference Preview

### Road and Bridge Spotlight

### Jail Feature

For advertising information contact Amy Drennan at  
325-829-7564 or [adrennan@zacpubs.com](mailto:adrennan@zacpubs.com).



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"County Progress has been integral with helping tell our story of our quality John Deere Products and Yellowhouse service to our County Government market. Our new line of John Deere G series motor graders are selling well to the County Government market and would not be doing so without the help of County Progress. They make it easy to advertise, and they are receptive to any requests we make. Thank you, Amy and County Progress! You are the Best!"

**Mike Kerr**  
Executive Vice President  
and Director of Sales,  
Yellowhouse Machinery Co.

## MAY

Property Tax Report  
Fine and Fee Collection  
Memorial Day Feature  
Key Concept  
Real County Centennial Countdown – Final Installment  
South Texas Conference Preview  
North & East Texas Conference Preview  
Road and Bridge Spotlight  
Jail Report

## JUNE

Fireworks and County Authority  
Software Product Spotlight  
Tobacco Settlement Distribution  
Workers' Compensation  
Key Concept  
West Texas Conference Report  
South Texas Conference Preview  
North & East Texas Conference Preview  
Road and Bridge Spotlight  
Jail Feature

## JULY

### *Special Road and Bridge Issue*

#### Road and Bridge Focus

- ▶ County Roads 101
- ▶ Road Damage Recovery Programs – Overweight Vehicles
- ▶ Road and Bridge Product Spotlight
- ▶ Cost-Effective Preventative Treatment

#### North & East Texas Conference Preview

#### CJCAT State Conference Preview

#### 83<sup>rd</sup> Legislature Bill Report

#### Key Concept

#### Jail Feature

## AUGUST

#### Courthouse Trails

#### County Bonding Authority

#### County Indigent Defense

- ▶ Grant Opportunities, Best Practices

#### Key Concept

#### CJCAT State Conference Preview

#### Far West Texas Conference Preview

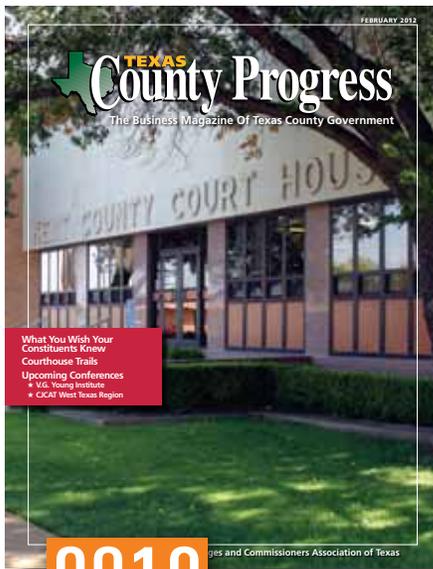
#### South Texas Conference Report

#### 83<sup>rd</sup> Legislative Impact Story

#### Road and Bridge Spotlight

#### Jail Feature

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"I think *County Progress* is the best magazine out there! I read all of the articles each month, and they help me know what is going on statewide. I keep all of my issues on hand so that I can refer back to them throughout the year. This is a valuable tool that helps me do my job better. I also read through the ads when I'm looking to purchase something, and then I seek out the advertisers to learn more. I've found several vendors that I now do business with via *County Progress*."

Fred Nardini  
San Patricio County  
Commissioner

## SEPTEMBER

Emergency Management  
Records Management  
▶ Preserving Historical Records  
"A Day in the Life" Part One: County Judge  
83<sup>rd</sup> Legislative Impact Story  
Key Concept  
CJCAT State Conference Preview  
North & East Texas Conference Report  
Far West Texas Conference Preview  
Road and Bridge Spotlight  
Jail Feature

## OCTOBER

Economic Development  
▶ Effective Tools  
▶ Funding Resources  
County Government Revenue Stream  
Key Concept  
CJCAT State Conference Agenda  
"A Day in the Life" Part Two: County Commissioner  
83<sup>rd</sup> Legislative Impact Story  
Road and Bridge Spotlight  
Jail Feature

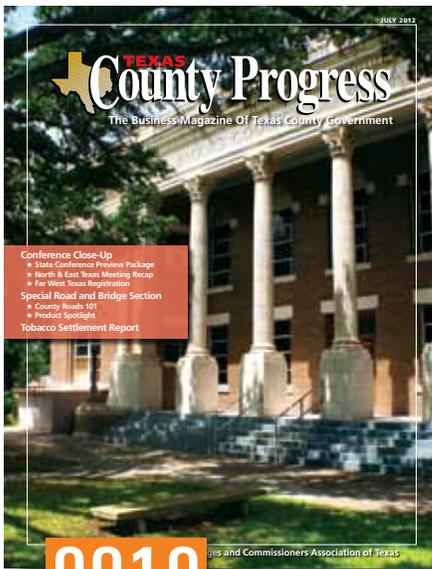
## NOVEMBER

**Special Jail Issue**  
Illegal Dumping  
Veterans Day  
"A Day in the Life" Part Three: Sheriff  
Key Concept  
Far West Texas Conference Report  
Jail Focus  
▶ New Construction  
▶ Mentally Incompetent Inmates  
▶ Blue Warrant Status  
▶ 83<sup>rd</sup> Legislative Impact Story  
▶ Texas Commission on Jail Standards Current Events  
▶ Innovative Inmate Programs  
Road and Bridge Spotlight

## DECEMBER

Cooperative Purchasing  
TDA Farm and Ranch  
Regional Water Planning  
▶ Groundwater Districts  
▶ Planning Groups  
State Conference Report  
V.G. Young Conference Preview  
Key Concept  
Road and Bridge Spotlight  
Jail Feature

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"County Progress Magazine is a one-of-a-kind resource for county officials. One can keep current about the latest products and technology available from our vendors. We receive current information from our general counsel, Jim Allison, regarding legislation affecting our budgets and procedures for conducting county business.

The current County Focus Series has been a tremendous help, offering a refresher course on all of the different departments within county government..

The courthouse and county history articles offer great information and demonstrate how our forefathers overcame various obstacles to help us become the great State of Texas we are today.

County Progress Magazine is a very valuable resource tool for keeping up with current events in county government, and I can't say enough good things about it. I look forward to every issue.

My hat's off to Julie, Amy and Becky for putting together a first-class magazine, and I admire the professionalism they exhibit in compiling each month's issue."

Charles Shofner  
Jasper County Commissioner

# ADVERTISING RATES

## Color Rates

	1 Time	3 Times	6 Times	12 Times
Full Page	\$ 1,400	\$ 1,300	\$ 1,250	\$ 1,200
2/3 Page	\$ 1,250	\$ 1,200	\$ 1,150	\$ 1,100
1/2 Page	\$ 1,100	\$ 1,050	\$ 1,000	\$ 950
1/3 Page	\$ 975	\$ 925	\$ 875	\$ 825
1/4 Page	\$ 900	\$ 850	\$ 800	\$ 750
1/6 Page	\$ 750	\$ 700	\$ 650	\$ 600

Premium placement 20% premium

## Black & White Rates

Available upon request.

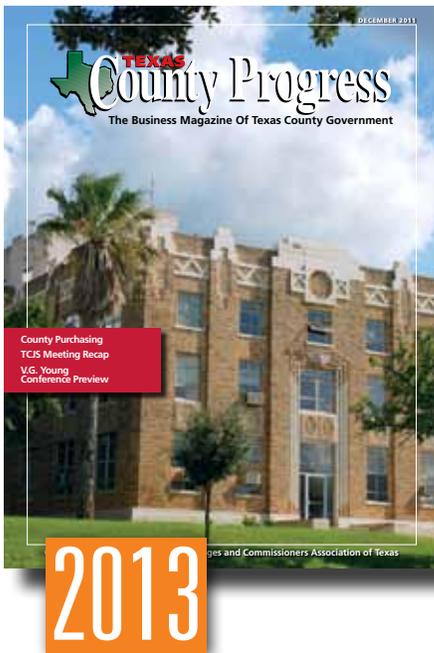
## Classified Ads

Rates vary depending on number of words. Contact Amy Drennan for a quote.

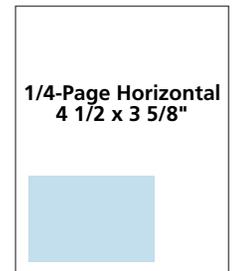
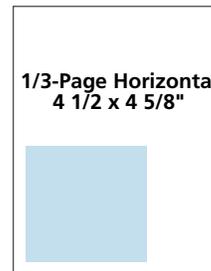
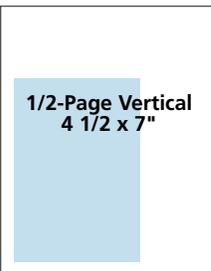
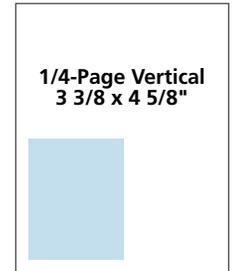
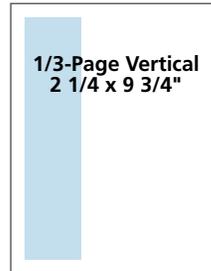
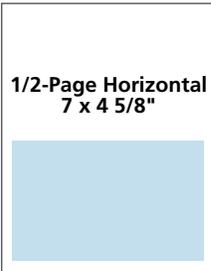
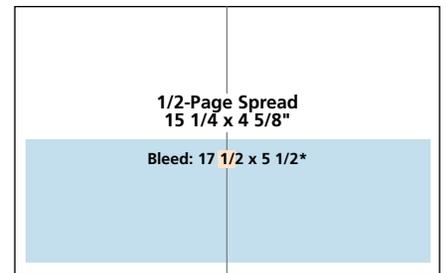
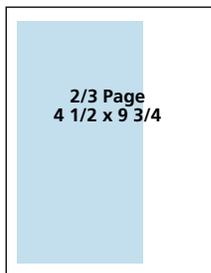
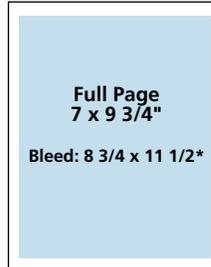
## Closing Dates

Advertising Order and Camera Ready Materials - 10th of month preceding publication.

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325-829-7564 or [adrennan@zacpubs.com](mailto:adrennan@zacpubs.com).

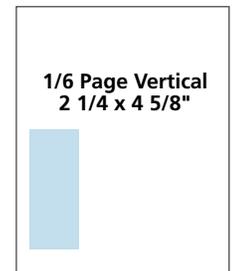
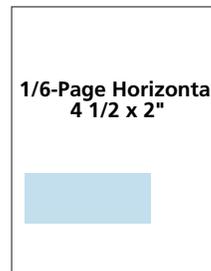


# ADVERTISEMENT SIZES & SPECIFICATIONS



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.



## Acceptable Software and Platforms

Files may be produced and submitted in Adobe Indesign, Adobe PageMaker, Adobe Photoshop, and Quark Xpress or created in Adobe Illustrator or Macromedia Freehand and submitted as .eps or .pdf files. Please contact Amy Drennan for .pdf exporting instructions.

PC and Macintosh files are acceptable. All files must be binary encoded and accompanied by a hard copy of the ad.

## Acceptable Media

Files may be submitted on Flash Drives, CD-ROMs, via e-mail or posted to our ftp site (Call 325-673-4822 for ftp information). A hard copy of the ad must be faxed or mailed to *County Progress*.

## 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

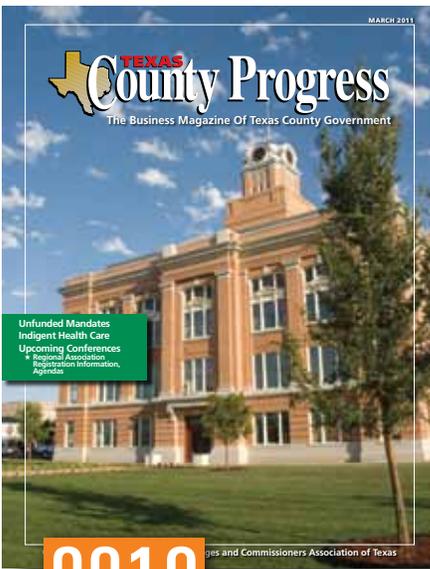
All graphics within ads should be in .tif or .eps format only. All .eps files must be binary encoded versus ASCII. You must include all graphics with .eps files. If there are embedded fonts in your graphics, those font files must be included also. For optimal reproductions, photos should be scanned at a minimum resolution of 300 lpi (lines per inch) or ppi (pixels per inch). Be sure to scan images at – at least the size they appear in your ad since enlarging images after scanning reduces resolution.

All ink colors must be CMYK not RGB.

## Digital vs. Mechanical

Since we are a digital house, mechanical production is not accepted.

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2013



**"Southern Tire Mart does government business in seven states, and only in Texas do we have the vehicle which consistently gets our advertising to so many of our clients and potential clients...Texas County Progress!"**

**Johnny Johnson**  
Government  
Sales Director,  
Southern Tire Mart

# WEB ADVERTISING

[www.countyprogress.com](http://www.countyprogress.com)

A study done by Nua Internet Surveys found that 82 percent of all government officials had access to the Internet, and 73 percent of them used the Web on a daily basis. Nua also found that of that 73 percent, half of all the decision-makers said that the Web influenced them to make a purchase or obtain a service.

*Business Wire* conducted a study on the relationship between magazines and magazine websites. "The study documents a **companion** rather than competitive relationship between magazines and magazine websites." The study states: "More than 80 percent of respondents rely on magazines in the early stage of the buying cycle. Where the magazine website demonstrates its biggest strength is in the middle stage of the buying process, when **two out of three** buyers actively seek to identify a range of product and vendor options for current projects."

With odds like that, isn't it **vital** for your business to have an Internet presence?

## Web Advertising Rates (per month)

Vertical (128 x 128 pixels) \$ 150

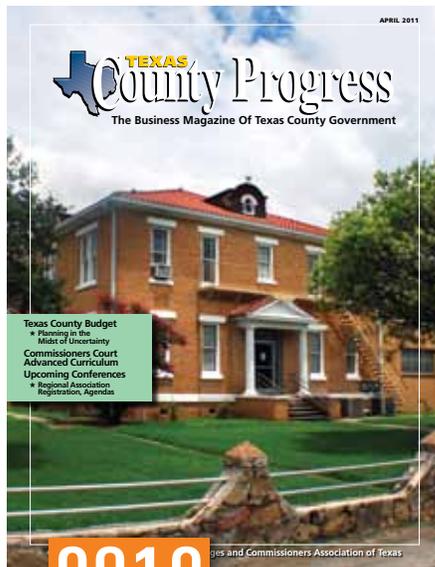
Horizontal (468 x 60 pixels) \$ 200

*Minimum 6 month contract required.*

**VERTICAL**  
128 x 128 pixels

**HORIZONTAL**  
468 x 60 pixels

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## County Judges and Commissioners Association of Texas

The County Judges and Commissioners Association of Texas is a nonprofit organization for the promotion of business efficiency and the betterment of Texas counties through cooperative efforts and the exchange of ideas.

### County Progress

County Progress is the official publication of the County Judges and Commissioners Association of Texas. Its purpose is to provide news information and ideas to support county government. The magazine is published monthly.

### Mailing Instructions

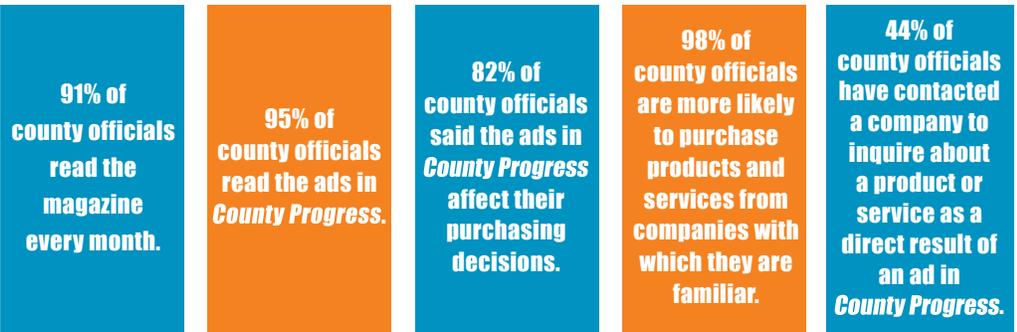
Send insertion orders and printing materials to:

County Progress Magazine  
 ATTN: Amy Drennan  
 500 Chestnut St.  
 Suite 2000  
 Abilene, TX 79602  
 325-829-7564  
 Fax: 325-677-2631

Rates effective January 2013

# CIRCULATION FACTS

County Progress is a highly targeted niche magazine with a monthly circulation that completely saturates the county government market.



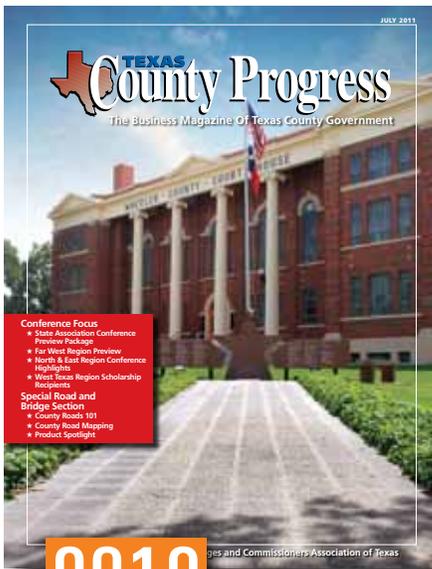
## County Progress Saturates These Markets

100% of Market							
90% of Market							
80% of Market							
70% of Market							
60% of Market							
50% of Market							
40% of Market							
30% of Market							
20% of Market							
10% of Market							
▲ % Saturation	County Judges & Commission.	City Managers	Purchasing Agents & Auditors	Sheriffs	County & District Clerks	Road Admin., TxDOT & Engineers	Public Works
Market ▶							

## In 2013, Texas counties will be purchasing:

- ▶ 73% will purchase road maintenance equipment & supplies
- ▶ 71% will purchase automobiles
- ▶ 67% will purchase heavy equipment
- ▶ 65% will purchase bridge construction & maintenance materials
- ▶ 62% will purchase computer software
- ▶ 59% will purchase signs
- ▶ 59% will purchase computer hardware
- ▶ 57% will purchase parts & supplies for equipment
- ▶ 55% will purchase construction products
- ▶ 54% will purchase office equipment & supplies
- ▶ 53% will purchase insurance
- ▶ 43% will purchase delinquent tax collection services
- ▶ 40% will purchase phone services
- ▶ 38% will purchase weed & grass control equipment

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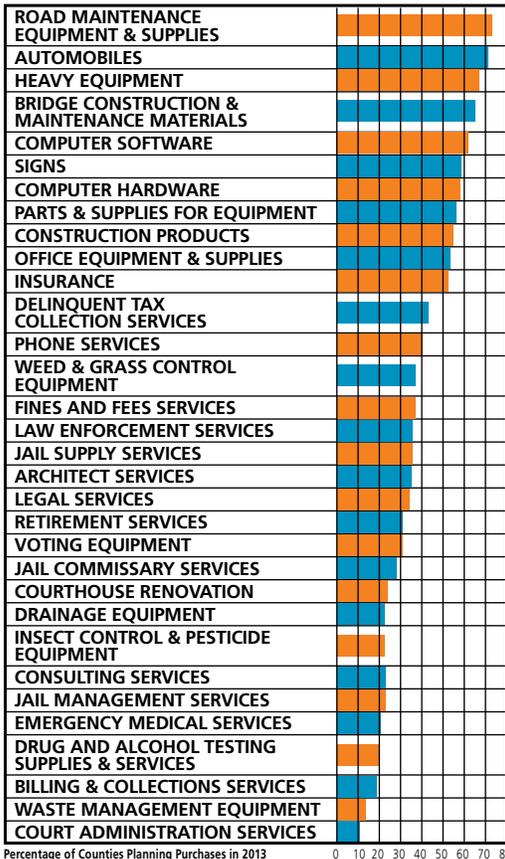


**2013**

# CIRCULATION FACTS

- ▶ 38% will purchase fines & fees services
- ▶ 36% will purchase law enforcement services
- ▶ 36% will purchase jail supply services
- ▶ 35% will purchase architect services
- ▶ 34% will purchase legal services
- ▶ 31% will purchase retirement services
- ▶ 31% will purchase voting equipment
- ▶ 28% will purchase jail commissary services
- ▶ 24% will purchase courthouse renovation services
- ▶ 23% will purchase drainage equipment
- ▶ 23% will purchase insect control & pesticide equipment
- ▶ 23% will purchase consulting services
- ▶ 23% will purchase jail management services
- ▶ 21% will purchase emergency medical services
- ▶ 20% will purchase drug & alcohol testing supplies & services
- ▶ 19% will purchase billing & collections services
- ▶ 14% will purchase waste management equipment
- ▶ 11% will purchase court administration services

## 2013 Planned Purchases



Percentage of Counties Planning Purchases in 2013

## When asked for their overall opinion of *County Progress*, officials responded:

"The most important state magazine I read."

"As a new commissioner, I find it helpful in my learning process."

"An up-to-date publication that addresses county issues very well. Look forward to receiving it each month."

"Informative and interesting."

"Great magazine. High quality."

"I look forward each month to the newest edition of *County Progress*. I read it from cover to cover to see what is happening in county government. It is a great magazine for county officials."

"Excellent resource for county employees."

"Very good information in each issue that can help county commissioners in their daily operations."

"Used often in office; always read by staff. Great resource!"

"Very good and professionally presented magazine that touches all the bases associated with county government."

"Good publication and on target for our county needs."

"I read it about three times a month and frequently refer to it."

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