

# TEXAS County Progress

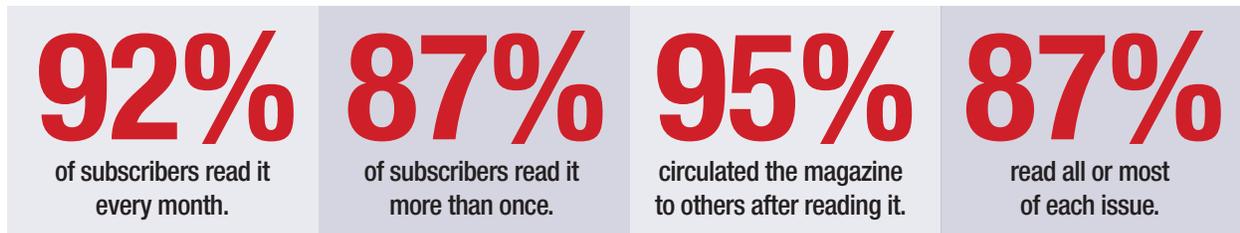
OFFICIAL PUBLICATION OF THE COUNTY JUDGES AND COMMISSIONERS ASSOCIATION OF TEXAS

## MEDIA KIT 2022

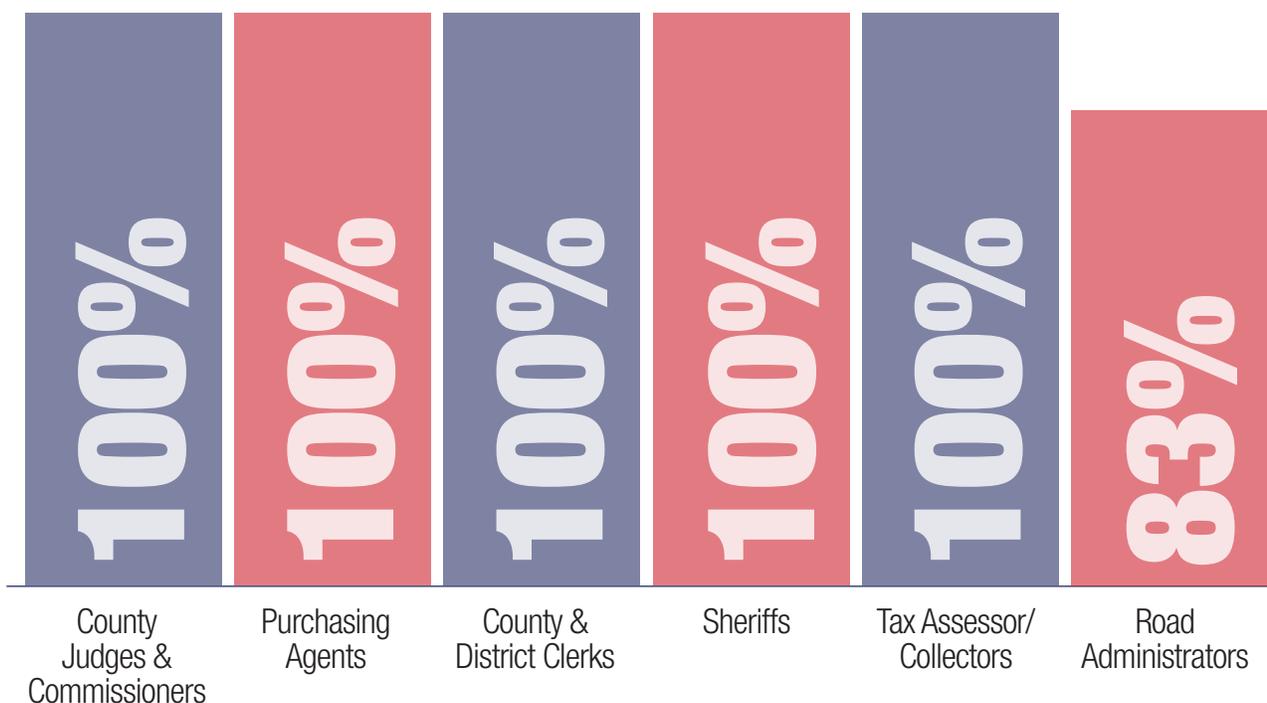


## County Progress Circulation Facts

Each copy of *County Progress* reaches an average of 3 people, bringing total readership to more than 12,000 people every month.



County Progress SATURATES the following markets:



## A La Carte Rates - Print

	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	\$2,500	\$2,300	\$2,100	\$2,000
Full Page	\$1,500	\$1,350	\$1,275	\$1,200
Junior Spread	\$1,500	\$1,350	\$1,275	\$1,200
Half Page	\$1,200	\$1,100	\$1,025	\$950
Third Page	\$1,075	\$975	\$900	\$825
Quarter Page	\$1,000	\$900	\$825	\$750

Prices listed are per insertion and net agency commission.



County Progress Magazine is by far the most credible and highly regarded publication in the state related to local government. Texas residents trust county officials to improve their communities and get the job done. County officials trust County Progress to help in achieving that goal.

– **Ben Zeller, Victoria County Judge**



County Progress is a vital tool when keeping up with best practices around the state, as well as fostering networking with our colleagues.

This comes in so handy in our day-to-day decision-making when we see that a friend in another county is working with XYZ contractor or that a friend in a different county is about to embark on a project we've been mulling over; we are able to seek out their advice and guidance. From the small things to the big things, County Progress is one of our first stops.

– **Jen Crownover, Comal County Commissioner**



County Progress is invaluable to county officials. It keeps us current on legislative activities and provides essential information on how to better run our county. I keep old copies of the magazine to use as a reference resource.

– **Tim Addison, Yoakum County Commissioner**



I love reading the magazine...so many great ideas and news items we can learn from and implement in our counties.

– **Lucy Hebron, Wood County Judge**

## What Others Are Saying:

“County Progress has long been an instrumental marketing resource to Kirby-Smith Machinery as a means of interacting with new and existing municipal customers in Texas, and providing the opportunity to keep them updated on the latest news and offerings from our company.”

– **Andrew Clouse, Marketing and Business Development,  
Kirby-Smith Machinery**

“Our partnership with Texas County Progress Magazine is like TEXAS, it's just right!”

– **Craig Moore, V.P. of Sales, Cleveland Asphalt**

“County Progress has great relationships with government leaders across the state. We value County Progress' ability to help us get our message out to their influential audience through their publications and events. Plus, the friendly people there are great to work with!”

– **Steven Sockwell, Vice President of Marketing,  
Hart InterCivic, Inc.**

“County Progress is the best--in fact the only publication that you need to advertise in for the County Government customer base. The service that we receive from the professional County Progress staff is top notch and second to none. We have been advertising with CP for well over 15 years and it has always been great.”

– **Mike Kerr, Executive Vice President,  
Yellowhouse Machinery Co.**



# TEXAS County Progress

	JANUARY	FEBRUARY <i>Conference Distribution Issue</i>	MARCH	APRIL <i>Conference Distribution Issue</i>	MAY	JUNE <i>Conference Distribution Issue</i>
HOT TOPIC	County Resolutions <ul style="list-style-type: none"> <li>Follow Open Meetings</li> <li>Conduct Effective Meetings</li> <li>Become Involved in My Association</li> </ul>	Effective Communication Tools for Commissioners Courts	Inmate Health Care	Courthouse Security	Delinquent Fine and Fee Collection	Tobacco Settlement Distribution
MANDATED RESPONSIBILITIES	Education Requirements for County Judges and County Commissioners	Truth in Taxation – What it Really Means	Indigent Health Care	County Budget Preparation <ul style="list-style-type: none"> <li>Meeting Important Deadlines</li> <li>New Legislative Requirements</li> </ul>	Fireworks and Burn Bans	Cybersecurity Training
COURTHOUSE LIFE	Glimpse in the Life of a Texas County Commissioner	Glimpse in the Life of a Texas County Judge	County Government Month	The Many Hats of a County Judge	Glimpse in the Life of a Texas County Commissioner	All in the Family
SPECIAL EDITORIAL FOCUS	Tax Assessor-Collector Spotlight CJCAT: A Century of Service	Courthouse Preservation and Restoration CJCAT: A Century of Service	Special Health Care Section <ul style="list-style-type: none"> <li>Indigent Health Care</li> <li>Inmate Health Care &gt; Telemedicine</li> </ul> CJCAT: A Century of Service	County Jail News: Expansions and Groundbreakings CJCAT: A Century of Service	Memorial Day Feature CJCAT: A Century of Service	Software Product Spotlight CJCAT: A Century of Service
CONFERENCE CLOSE-UP	V.G. Young Conference Preview	West Texas Conference Preview	West Texas Conference Preview	West Texas Conference Preview North & East Texas Conference Preview South Texas Conference Preview	North & East Texas Conference Preview South Texas Conference Preview	South Texas Conference Preview West Texas Conference Report North & East Texas Conference Preview
COURT TO COURT	Service: A County Calling Success Snapshot Name That County Official	Service: A County Calling Success Snapshot Name That County Official	Service: A County Calling Success Snapshot Name That County Official	Service: A County Calling Success Snapshot Name That County Official	Service: A County Calling Success Snapshot Name That County Official	Service: A County Calling Success Snapshot Name That County Official

*Deadline is the 10th of the month prior to publication*

# 2022 EDITORIAL CALENDAR

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<i>Conference Distribution Issue</i>	<i>Conference Distribution Issue</i>	<i>Conference Distribution Issue</i>	<i>Conference Distribution Issue</i>		
Preventive Maintenance – Keys to Making Roads Last Longer <ul style="list-style-type: none"> <li>Funding Opportunities</li> </ul>	County Bonding Authority	Illegal Dumping	Economic Development	88th Texas Legislature Interim Study Issues	2022 Recap: Significant Changes in County Government
County Roads 101	County Indigent Defense	County Subdivision and Land-use Regulations	Texas Property Tax: What You Wish Your Constituents Knew	Texas Commission on Jail Standards	County Purchasing
Glimpse in the Life of a Precinct Road Commissioner	Decades of Service	Glimpse in the Life of a Texas County Judge	Glimpse in the Life of a Texas County Commissioner	Veterans Day Feature <ul style="list-style-type: none"> <li>Thank You For Your Service</li> </ul>	Service: A County Calling <ul style="list-style-type: none"> <li>Special Holiday Outreach Events</li> </ul> Courthouse Christmas
Roads and Bridges CJCAT: A Century of Service	Back To School Basics CJCAT: A Century of Service	County and District Clerk Spotlight CJCAT: A Century of Service	Courthouse Preservation and Restoration CJCAT: A Century of Service	County Jail Focus <ul style="list-style-type: none"> <li>New Construction</li> <li>Successful Diversion Programs</li> </ul> CJCAT: A Century of Service	Ordinance Making Authority CJCAT: A Century of Service
CJCAT State Conference Preview	CJCAT State Conference Preview Far West Texas Conference Preview South Texas Conference Report	CJCAT State Conference Preview District Conferences Preview North & East Texas Conference Report	District Conferences Preview	District Conferences Preview	State Conference Report V.G. Young Conference Preview
Service: A County Calling Success Snapshot Name That County Official	Service: A County Calling Success Snapshot Name That County Official	Service: A County Calling Success Snapshot Name That County Official	Service: A County Calling Success Snapshot Name That County Official	Service: A County Calling Success Snapshot Name That County Official	Service: A County Calling Success Snapshot Name That County Official

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# Digital Audience Information + A La Carte Pricing

## CountyProgress.com

This is where we store a digital history of Texas county government, and the resources officials need when they need them. Having a presence on countyprogress.com is an excellent way to reinforce your brand as a trusted resource for counties.

**Leaderboard** (728x90 pixels) – top of the page: **\$400 per month**

**Wide skyscraper** (160x600 pixels) – Right rail, above the fold: **\$400 per month**

**Medium Rectangle** (300x250 pixels) – Right rail, below the fold: **\$200 per month**

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## Email Newsletter

Distributed to inboxes across Texas three times per month. Our audience looks forward to receiving this communication. Our eBlast newsletter has an open rate double the industry standard.

**Banner ad** (468x60 pixels): **\$250**

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## Social Media

County Progress is social as well. With audiences on Facebook, Twitter and Linked In.

**Social Media post:** **\$100**

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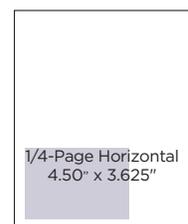
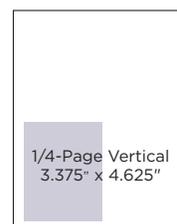
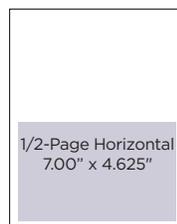
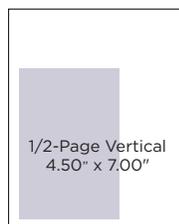
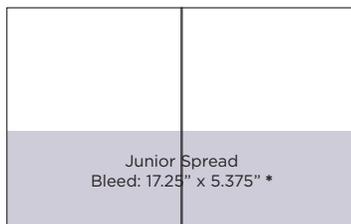
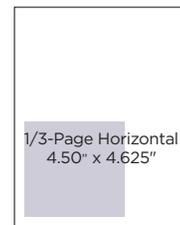
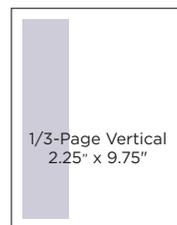
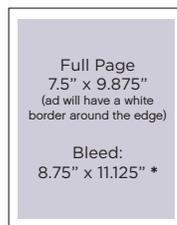
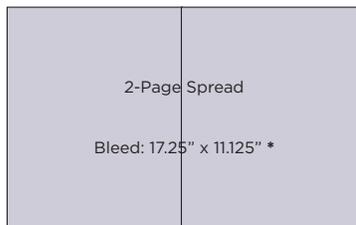
## Digital Flipbook

Each issue of our magazine is converted into a digital flipbook and is housed on our web site as a digital archive for the association. Every print ad is automatically placed in the flipbook and linked to the advertiser's web site. Ask about adding video to our flipbook.

**Add video to ad in flipbook:** **\$450**

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## Print Advertising Sizes



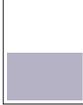
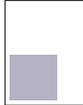
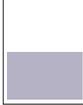
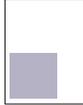
*\*Ads that bleed need to include 1/8" bleed around the edge of the ad and should not have important content within 1/4" of the edge of the page.*

## 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
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!

## What's in a Package?

	Full Pg. & Jr. Spread Pkg.	Half Page Package	Third Page Package
<b>Print Ad</b>	 ✓	 ✓	 ✓
<b>Digital Magazine</b>	 ✓	 ✓	 ✓
<b>Website</b>	 ✓	 ✓	 ✓
<b>County Progress Blast E-Newsletter</b>	 ✓	 ✓	
<b>Social Media</b> 	 ✓ <small>Included only with a 12-month package.</small>		
<b>Online Video Commercial</b>	 ✓		

Amy Drennan 3457 Curry Lane | Abilene, Texas 79606  
325.829.7564 | adrennan@zacpubs.com

## Sponsored Content *Your Story, Our Magazine*

### Maximum Exposure

1. A two-page article of 1,200 words or less with photos is featured in County Progress. Your company is positioned as a subject matter expert (SME) in the article. You submit the text and the photos. We will edit only for grammar, and to ensure the photos are print-quality. **Total monthly readers: 9,000.**
2. Article will be featured online at countyprogress.com. **Total monthly readers online: more than 3,500.**
3. Article will be promoted twice on the County Progress social media channels including Facebook, Twitter and LinkedIn. **Total monthly reach estimate of 1,400 readers.**
4. Article will be mentioned in one monthly Email Blast push to **6,200 readers.**

**Campaign reach: more than 20,000**

**Total investment: \$1,916**

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### Smart Exposure

All of the Maximum Exposure plan above minus print.

**Campaign reach: more than 11,000**

**Total investment: \$650**

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### Exposure

All of the Maximum Exposure plan above minus print and social.

**Campaign reach: more than 9,500**

**Total investment: \$500**



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