



TEXAS County Progress

MEDIA KIT 2023

Official Publication of the County Judges and Commissioners Association of Texas

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.

92%

of subscribers read it every month.

87%

of subscribers read it more than once.

95%

circulated the magazine to others after reading it.

87%

read all or most of each issue.

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

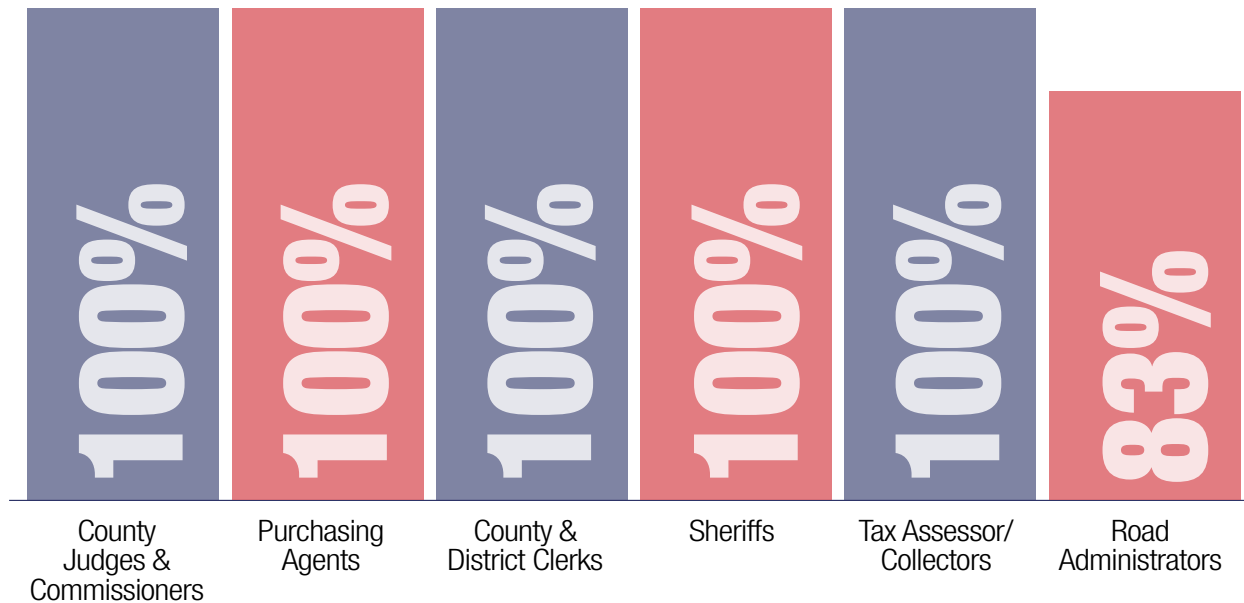
91%

of readers say they read the advertisements.

91%

say they learned of new products and services.

County Progress SATURATES the following markets:



2023 Editorial Calendar

JANUARY

DEADLINE DECEMBER 9

- 88th Legislature Opens – Key County Issues
 - Bills Filed, Legislative Lexicon
- Tax Assessor-Collector Spotlight
- Education Requirements for County Judges and County Commissioners
- Glimpse in the Life of a Texas County Judge
- V.G. Young Conference Preview

FEBRUARY

DEADLINE JANUARY 10

Conference Distribution Issue

- Welcome to New Officials: What You Need to Know About the CJCAT
- County Government 101
- County Focus: Official Roles and Responsibilities
- 88th Texas Legislature
- West Texas Conference Preview
- Glimpse in the Life of a Texas County Commissioner

MARCH

DEADLINE FEBRUARY 10

- 88th Legislature: Communicating With Legislators
- Health Care
 - » Indigent and Inmate Health Care
 - » Employee Health Clinics
 - » Emergency Services Districts
- West Texas Conference Preview

APRIL

DEADLINE MARCH 10

Conference Distribution Issue

- County Budget Preparation
 - » Strategic Planning
 - » County Budget Calendar
- Unfunded Mandates Survey
- The Many Hats of A Texas County Judge
- South Texas Conference Preview

MAY

DEADLINE APRIL 10

- Delinquent Fine and Fee Collection
 - » Community Service Options
- What You Wish Your Constituents Knew
- Memorial Day
- South Texas Conference Preview
- North & East Texas Conference Preview

JUNE

DEADLINE MAY 10

Conference Distribution Issue

- 88th Texas Legislature
- Software and Technology Product Spotlight
- Property Tax Report
- West Texas Conference Report
- North & East Texas Conference Preview
- Glimpse in the Life of a Texas County Judge





JULY

DEADLINE JUNE 9

Conference Distribution Issue

- Texas County Roads
 - » Road and Bridge Product Spotlight
 - » How to Make County Roads Last Longer
- CJCAT at the Capitol
- CJCAT Annual State Conference Preview
- Far West Texas Conference Preview

AUGUST

DEADLINE JULY 10

Conference Distribution Issue

- Public Finance
- County Indigent Defense
- CJCAT State Conference Preview
- Far West Texas Conference Preview
- South Texas Conference Report
- Back To School County Quiz

SEPTEMBER

DEADLINE AUGUST 10

Conference Distribution Issue

- Emergency Management
- Subdivision and Land-Use Regulations
- County and District Clerks Spotlight
- Glimpse in the Life of a Texas County Judge
- CJCAT State Conference Preview
- North & East Texas Conference Report

OCTOBER

DEADLINE SEPTEMBER 9

Conference Distribution Issue

- Economic Development
 - » Effective Tools
- Public Information Act
- Courthouse Restoration
- Glimpse in the Life of a Texas County Commissioner
- District Conferences Preview

NOVEMBER

DEADLINE OCTOBER 10

- Illegal Dumping
- Veterans Day
- District Conferences Preview
- Texas County Jails
 - » New Construction
 - » Texas Commission on Jail Standards

DECEMBER

DEADLINE NOVEMBER 10

- Purchasing Laws – Update From the 88th Legislature
 - » Do's and Don'ts of County Purchasing
- Glimpse in the Life of a Texas County Commissioner
- Legislative Year in Review
- State Conference Report
- V.G. Young Conference Preview

Editorial calendar subject to change at the editor's discretion.

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)

\$400 per month

Medium Rectangle (300x250 pixels)

\$200 per month

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**

Prices listed are per insertion and net agency commission. Ask about discount when bundling products.



*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

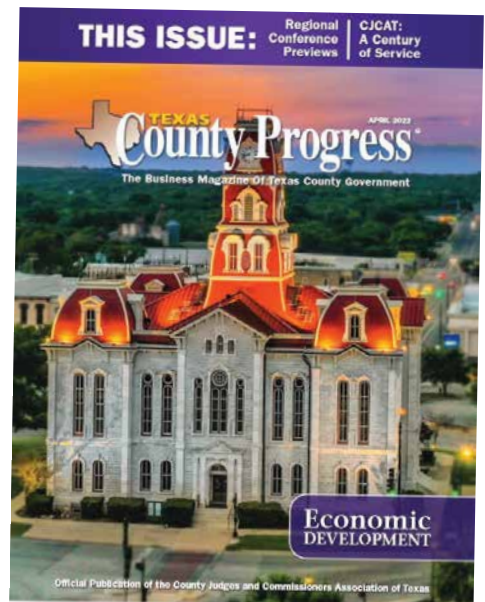
Sponsored Content *Your Story, Your Audience*

Maximum Exposure

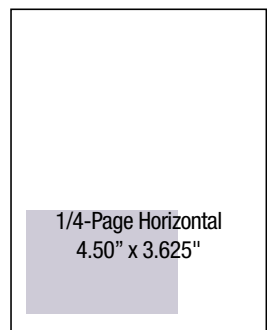
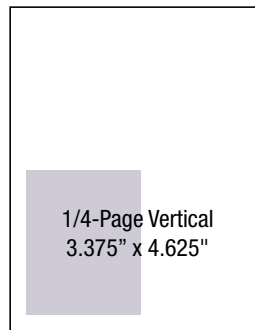
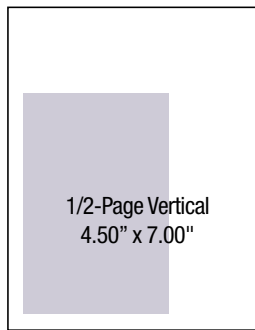
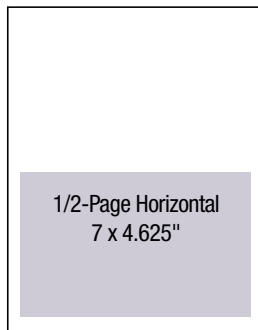
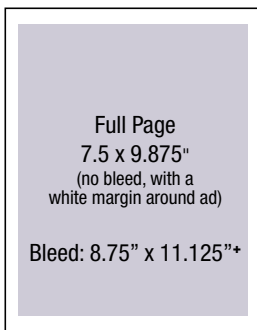
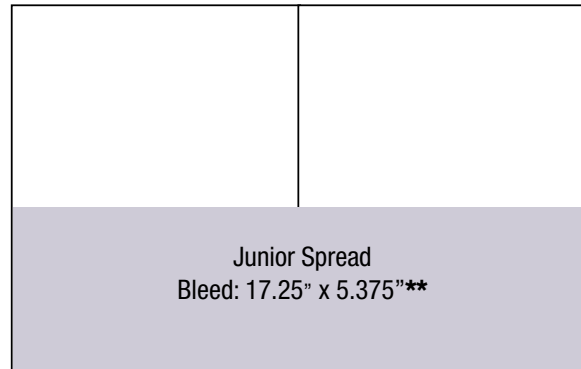
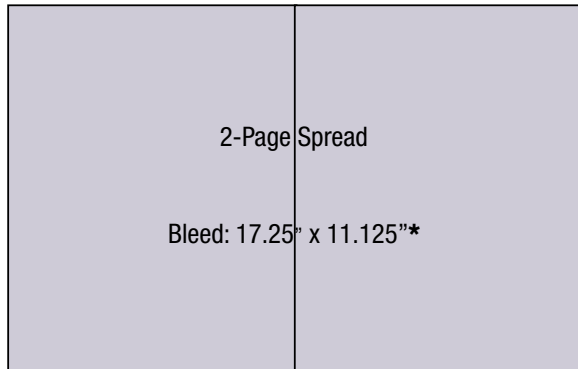
1. A two-page article of 1,200 words or less with photos is featured in *County Progress*. Your company is positioned as a subject matter expert (SME) in the article. You submit the text and the photos. We will edit only for grammar and to ensure the photos are print-quality. **Total monthly readers: 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 members of YOUR target audience!

Total investment: \$1,916



Print Advertising Sizes



Web & Newsletter Advertising Sizes

Leaderboard: 728x90 pixels

Medium Rectangle: 300x250 pixels

Banner: 468x60 pixels

Wide Skyscraper: 160x600 pixels

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

Print & Digital Specifications

PRINT SPECIFICATIONS

Publication trim size: 8.5" x 10.875"

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

Acceptable File Types

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