

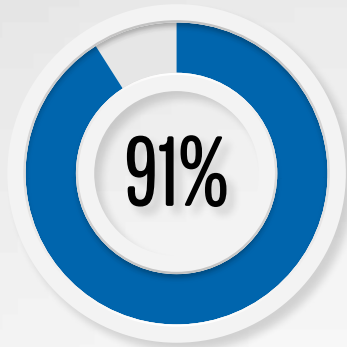


# TEXAS County Progress

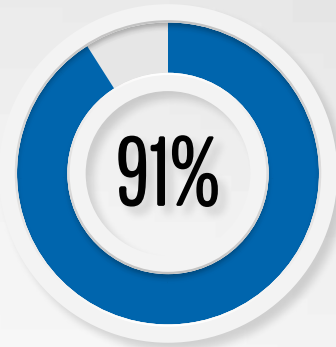
Official Publication of the County Judges and Commissioners Association of Texas

## MEDIA KIT 2024

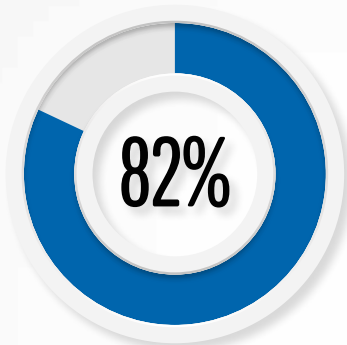
COUNTYPROGRESS.COM • 325-829-7564 • [f](#)/COUNTYPROGRESS • [x](#)/COUNTYPROGRESS • [in](#)./COMPANY/COUNTY-PROGRESS



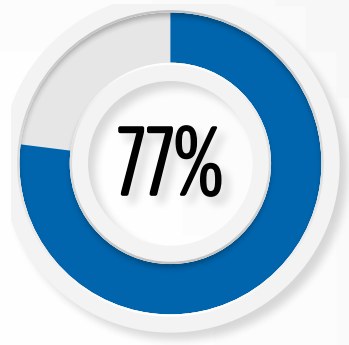
**of our readers say  
they read the  
advertisements.**



**of our readers say  
they learned of  
new products & services.**

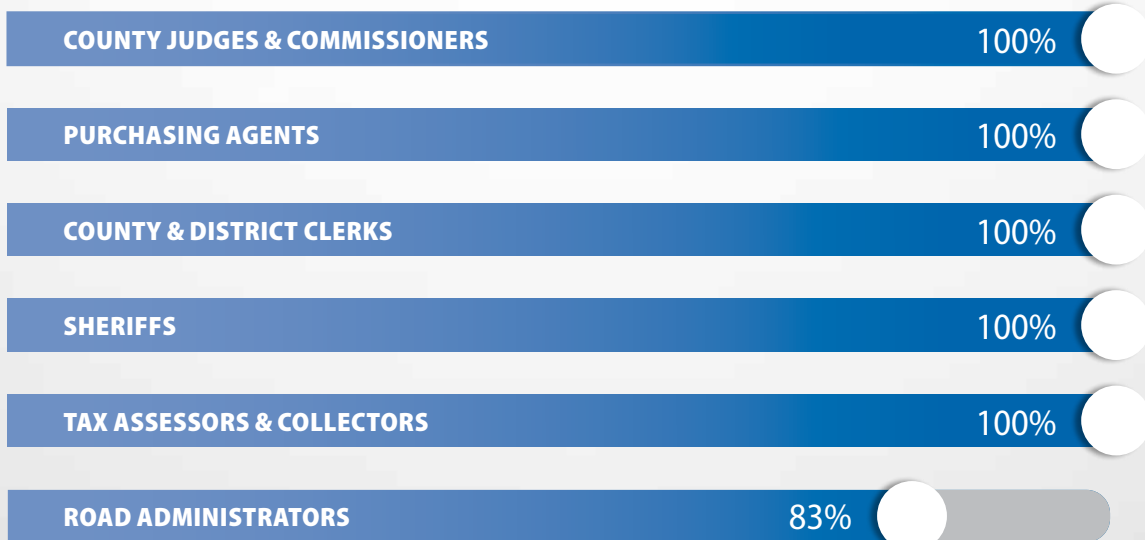


**of consumers say they trust  
print advertisements the most  
when making a purchase decision.**



**of consumers say print  
drives the highest  
level of recall.**

**County Progress SATURATES the following markets:**





*County Progress* is a great way for county elected officials to learn about county news, legislation, educational opportunities, and best practices from other counties. I especially enjoy being able to learn little-known facts and trivia about

fellow county officials that give me more perspective into their backgrounds, experiences, and beliefs. It's a great tool to bring together all 254 counties across Texas!

— **J.D. Clark**, *Wise County Judge*



*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 steps.

— **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*

## A La Carte Rates - Print

AD SIZE	1-Run	3-Run	6-Run	12-Run
Inside Front Cover				\$1,500
Back Cover				\$1,500
Inside Back Cover				\$1,500
Page 5 (From the President)				\$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



# Sponsored Content **YOUR STORY, YOUR AUDIENCE**

## Maximum Exposure

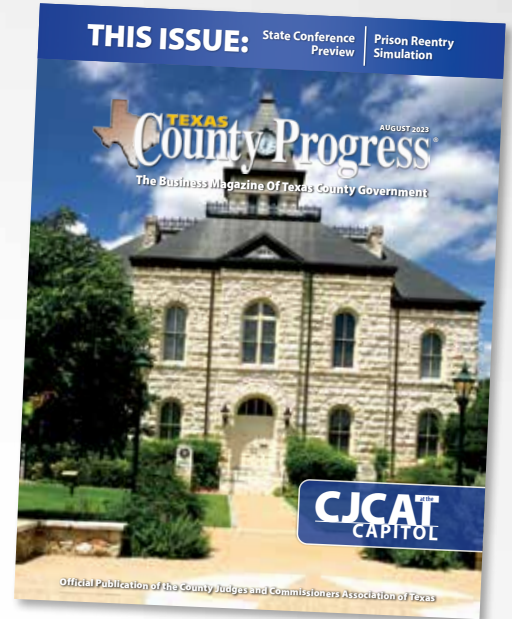
1. A two-page spread in the print and digital editions that may include an article up to 1,200 words, images, and an advertisement.
2. Your article will be featured online at *countyprogress.com*.
3. Your article will be featured on one of our monthly email blasts.
4. Your article will be promoted twice on *County Progress* social media outlets.

### **CAMPAIGN REACH**

Complete saturation of the  
Texas County market.  
All county officials, All 254 counties!

### **TOTAL INVESTMENT**

**\$2,400**



## Digital Complements

### **COUNTYPROGRESS.COM**

A presence on the site is an excellent complement to your print campaign, positioning your brand as a trusted resource for counties.

**Leaderboard** (728x90 pixels)

Top of the page  
**\$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**

**Medium Rectangle** (300x250 pixels): **\$150**

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



## New in 2024

# County Progress MarketPlace

MarketPlace is an **online catalog of vendors** that serve Texas County Government, giving county officials an **online location to find vendors** that work specifically with Texas County Governments to **provide solutions** to the everyday problems faced in local government.

Vendors are sorted into categories, providing a simple resource.

### MarketPlace is promoted to County Officials multiple ways:

1. Print ads in County Progress Magazine with a QR code that links directly to the MarketPlace.
2. Email blasts highlighting vendors within a specific category.
3. Social Media posts and tags.



### INCLUDED IN YOUR LISTING:

- Company Name and Logo
- Contact Information
- Company description including text, graphics, and video if desired
- Links to your company website

### INCLUDING YOUR COMPANY LISTING IN THE MarketPlace:

**\$150 charged monthly for primary category.**

*(Optional additional categories, \$25 per month)*

#### BEST VALUE:

**\$1,200 charged annually.**

*(Optional additional categories, \$200 per year)*

Contact Amy to add or update your listing!  
325-829-7564 | adrennan@zacpubs.com

# 2024 Editorial Calendar

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## JANUARY

DEADLINE DECEMBER 8 | CONFERENCE DISTRIBUTION ISSUE

- County Resolutions
  - Commissioners Court Procedure and Decorum
- Education Requirements for County Judges and County Commissioners
- Tax Assessor-Collector Spotlight
- Glimpse in the Life of a Texas County Commissioner
- Conference Preview

## FEBRUARY

DEADLINE JANUARY 10 | CONFERENCE DISTRIBUTION ISSUE

- Property Tax Report
- What You Wish Your Constituents Knew
- Courthouse Trails: Recently Restored Courthouses
- Animal Control Authority
- Glimpse in the Life of a Texas County Judge
- V.G. Young Conference Preview

## MARCH

DEADLINE FEBRUARY 9

- County Government Month
- Special Health Care Section
  - Inmate Health Care
  - County Employee Health Care Clinics
  - Indigent Health Care
- Conference Preview

## APRIL

DEADLINE MARCH 8 | CONFERENCE DISTRIBUTION ISSUE

- County Budget Preparation
  - Developing a Budget Calendar
- Courthouse Security
- The Many Hats of a County Judge
- County Jail News: Expansions and Groundbreakings
- West Texas Conference Preview

## MAY

DEADLINE APRIL 10

- Delinquent Fine and Fee Collection
- Ordinance-Making Authority
- Memorial Day Feature
- Fireworks and Burn Bans
- Glimpse in the Life of a Texas County Judge
- Conference Previews

## JUNE

DEADLINE MAY 10 | CONFERENCE DISTRIBUTION ISSUE

- Cybersecurity Training Requirements for County Officials and Staff
- Software and Technology Product Spotlight
- Tobacco Settlement Distribution
- All in the Family: Legacies of Service
- South Texas Conference Preview
- West Texas Association 2024 Resolutions



## JULY

DEADLINE JUNE 10 | CONFERENCE DISTRIBUTION ISSUE

- Annual Road and Bridge Focus
  - County Roads 101
  - Preventive Maintenance
  - Product Spotlight
- Glimpse in the Life of a Precinct Road Commissioner
- North & East Association Conference Preview

## AUGUST

DEADLINE JULY 10 | CONFERENCE DISTRIBUTION ISSUE

- County Bonding Authority
- County Indigent Defense: Model Programs
- Back to School County Quiz
- Broadband Update
- Conference Previews
- South Texas Association 2024 Resolutions

## SEPTEMBER

DEADLINE AUGUST 10 | CONFERENCE DISTRIBUTION ISSUE

- County Subdivision and Land-use Regulations
- Illegal Dumping Prevention Programs
- County and District Clerks Spotlight
- Glimpse in the Life of a Texas County Commissioner
- Conference Preview
- North & East Association 2024 Resolutions

## OCTOBER

DEADLINE SEPTEMBER 10 | CONFERENCE DISTRIBUTION ISSUE

- Economic Development
- Courthouse Preservation and Restoration
- What You Wish Your Constituents Knew
- TACERA Feature
- Glimpse in the Life of a Texas County Judge
- CJCAT Annual State Conference Preview

## NOVEMBER

DEADLINE OCTOBER 10 | CONFERENCE DISTRIBUTION ISSUE

- 89th Texas Legislature Interim Study Issues
- Veterans Day Feature
- County Jail Focus
  - New Construction
  - Successful Diversion Programs
  - Texas Commission on Jail Standards

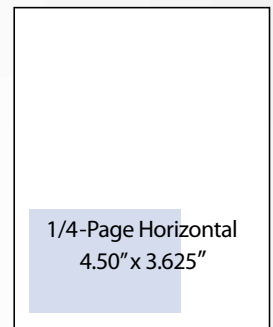
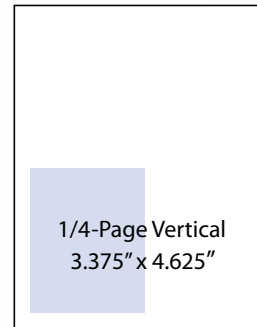
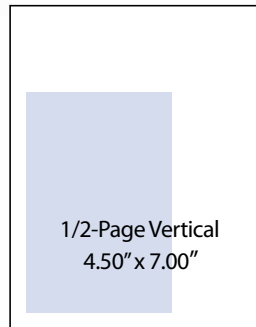
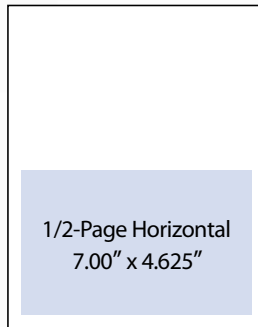
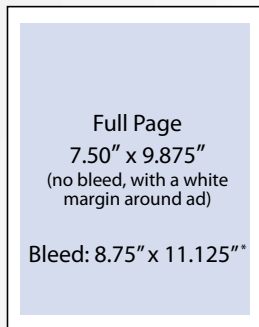
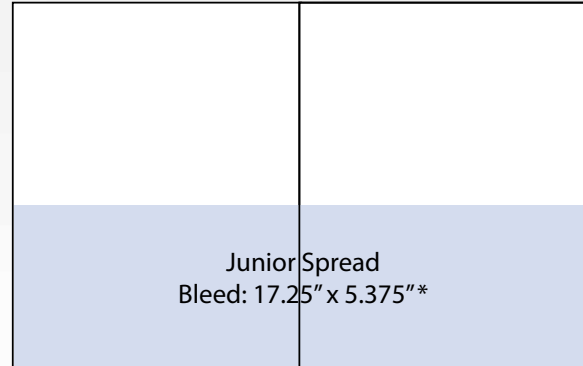
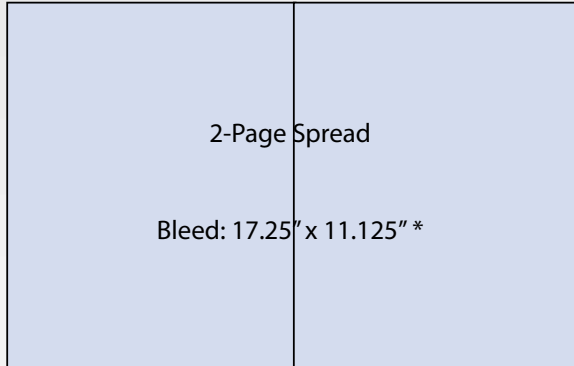
## DECEMBER

DEADLINE NOVEMBER 8

- County Purchasing 101
  - Do's and Don'ts of County Purchasing
- Emergency Management: Lessons Learned in 2024
- Conference Preview
- Retiring County Judges and Commissioners
  - Words of Wisdom



# Print Advertising Sizes



# Web & Newsletter Advertising Sizes

**Leaderboard:** 728x90 pixels

**Medium Rectangle:** 300x250 pixels

**Banner:** 468x60 pixels

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

# Print & Digital Specifications

## PRINT SPECIFICATIONS

**Publication trim size: 8.50" x 10.875"**

\*Live copy should be kept at a minimum of .50" from the trim size on all bleeds. Bleed ads need to include a bleed of .125" beyond trim on all sides.

### 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.