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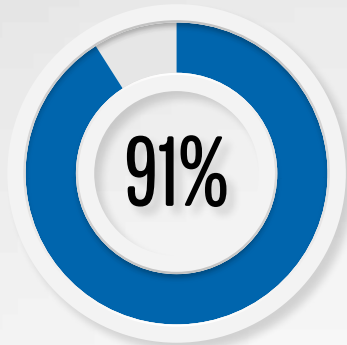
County Progress

Official Publication of the County Judges and Commissioners Association of Texas

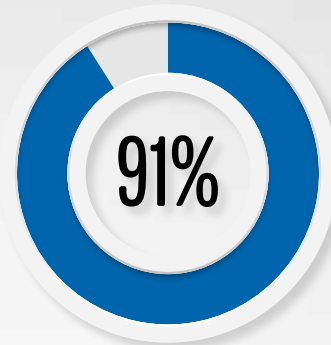


MEDIA KIT 2024

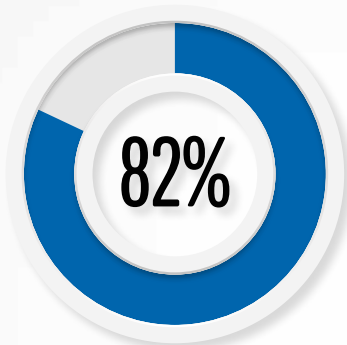
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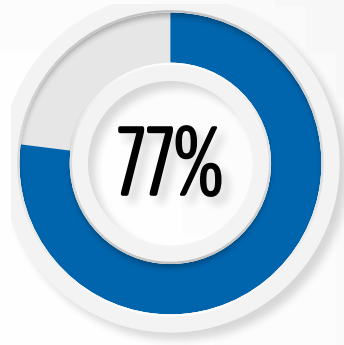
**of our readers say
they read the
advertisements.**



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

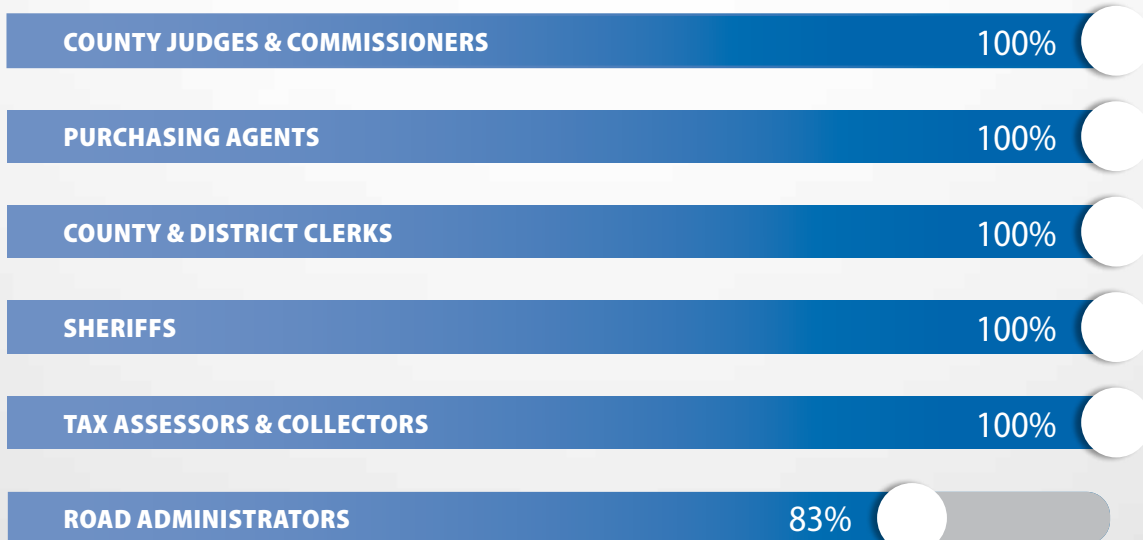


**of consumers say they trust
print advertisements the most
when making a purchase decision.**



**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

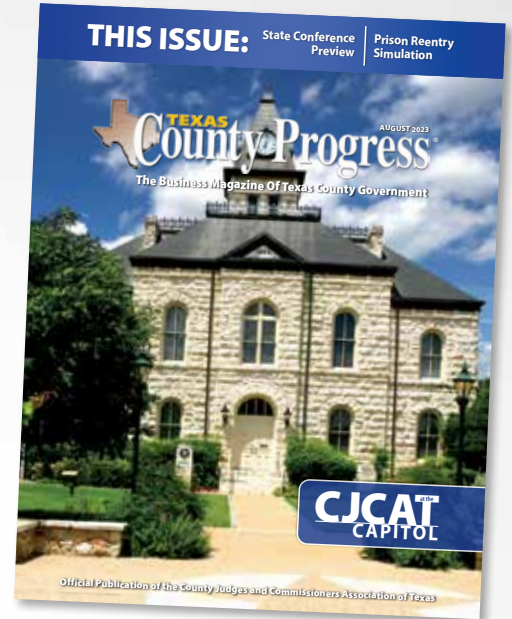
1. A two-page spread in the print and digital editions that may include an article up to 1,200 words, images, and an advertisement.
2. Your article will be featured online at *countyprogress.com*.
3. Your article will be featured on one of our monthly email blasts.
4. Your article will be promoted twice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

Wide Banner (728x90 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.

Wide Banner (728x90 pixels)
\$250

SOCIAL MEDIA POSTS
\$100 per month

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

JANUARY

DEADLINE DECEMBER 1 | 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 1 | 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 1

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

APRIL

DEADLINE MARCH 1 | 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 1

- 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 1 | 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 1 | 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 1 | 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 1 | 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 1 | 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 1 | 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

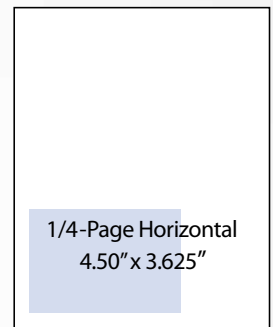
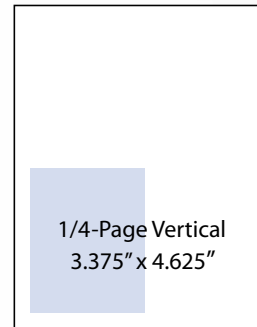
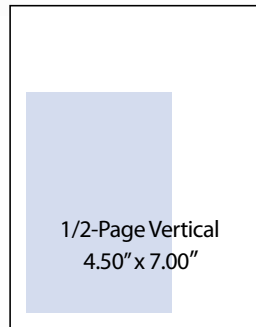
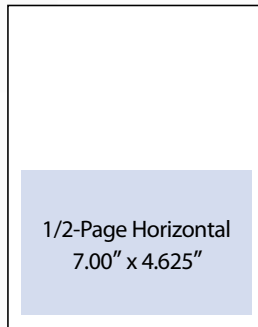
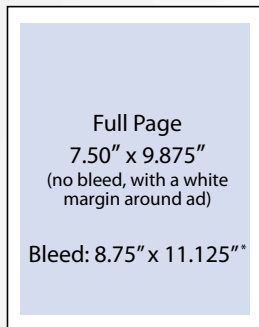
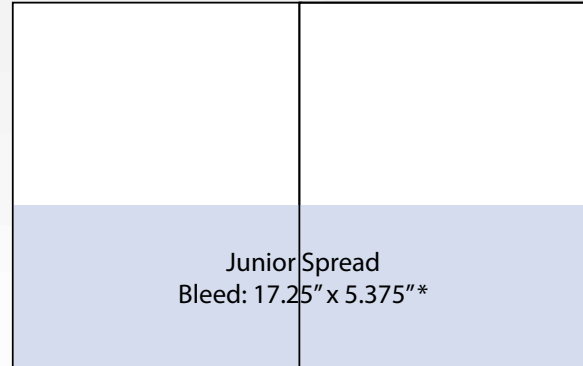
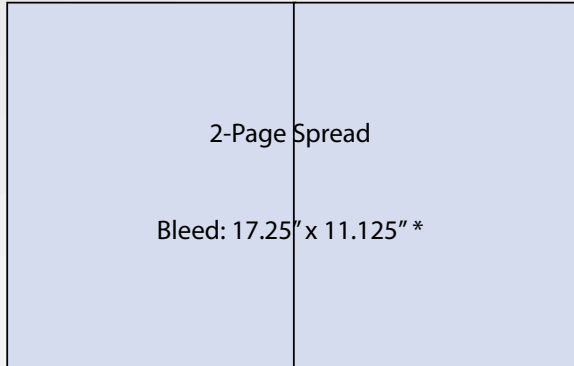
DECEMBER

DEADLINE NOVEMBER 1

- 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

Wide Banner: 728x90 pixels

Medium Rectangle: 300x250 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.