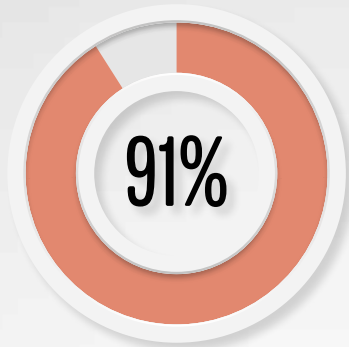


TEXAS County Progress

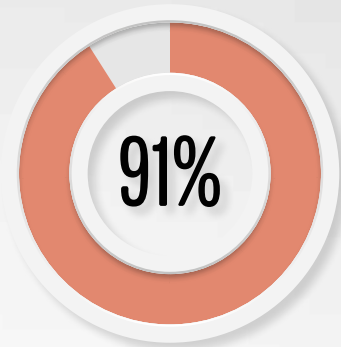
Official Publication of the County Judges and Commissioners Association of Texas

MEDIA KIT 2025

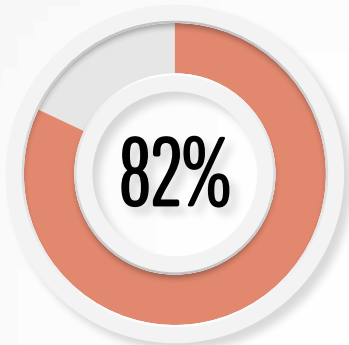
COUNTYPROGRESS.COM • 325-829-7564 • [f](https://www.facebook.com/COUNTYPROGRESS)/COUNTYPROGRESS • [i](https://www.instagram.com/COUNTYPROGRESS)/COUNTYPROGRESS • [in](https://www.linkedin.com/company/COUNTY-PROGRESS)/COMPANY/COUNTY-PROGRESS



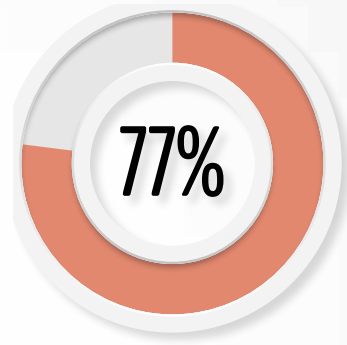
of our readers say they read the advertisements.



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

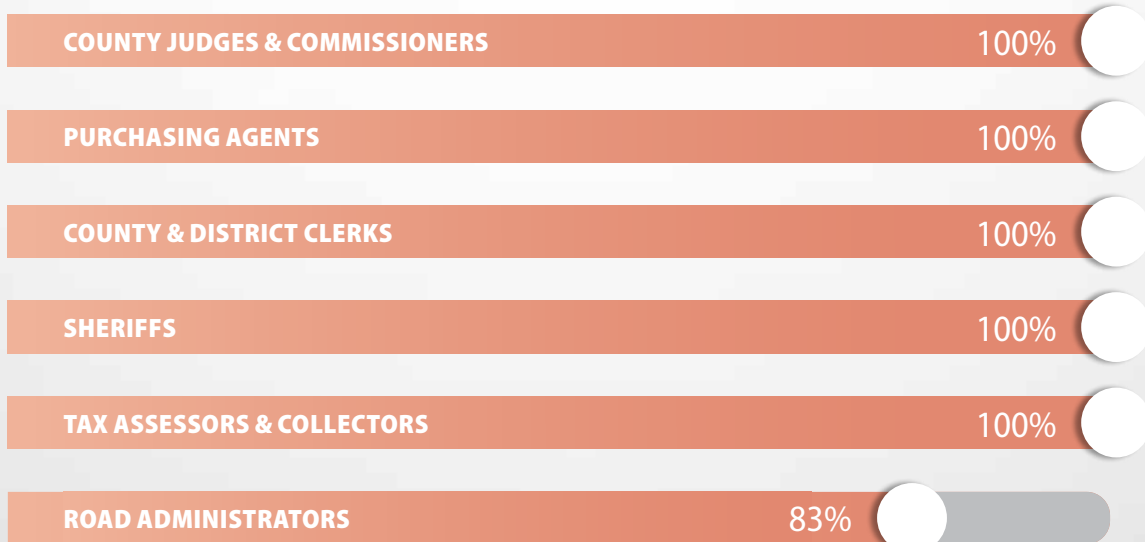


of consumers say they trust print advertisements the most when making a purchase decision.



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 counties. I keep old copies of the magazine to use as a reference resource.

— **Tim Addison**, *Yoakum County Commissioner*

A La Carte Rates - Print

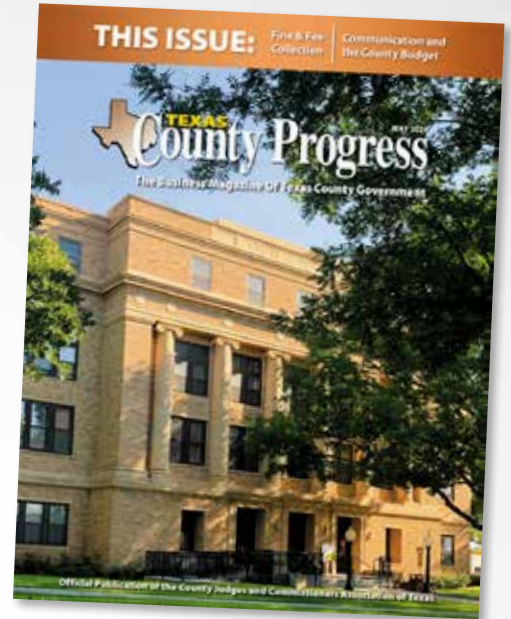
AD SIZE	1-Run	3-Run	6-Run	12-Run
Inside Front Cover				\$1,500
Back Cover				\$1,500
Inside Back Cover				\$1,500
Page 5 (From the President)				\$1,500
Full-Page Spread	\$2,500	\$2,300	\$2,100	\$2,000
Full Page	\$1,500	\$1,350	\$1,275	\$1,200
Junior Spread	\$1,500	\$1,350	\$1,275	\$1,200
Half Page	\$1,200	\$1,100	\$1,025	\$950
Third Page	\$1,075	\$975	\$900	\$825
Quarter Page	\$1,000	\$900	\$825	\$750

Rates are per insertion

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

\$2,500

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

E-BLAST 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

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

2025 Editorial Calendar

JANUARY

DEADLINE DECEMBER 1

- 89th Legislature Opens – Key County Issues
 - Bills Filed
 - Legislative Lexicon
 - CJCAT at the Capitol
- Education Requirements for Judges & Commissioners
- Glimpse in the Life of a Texas County Judge
- V.G. Young Conference Preview

FEBRUARY

DEADLINE JANUARY 1 | CONFERENCE DISTRIBUTION ISSUE

- 89th Texas Legislature
- Courthouse Trails
- Health Care Focus
 - Employee Clinics
 - Indigent and Inmate Health Care
- West Texas Conference Preview
- Glimpse in the Life of a Texas County Commissioner

MARCH

DEADLINE FEBRUARY 1

- Welcome to New Officials: County Government 101
- Communicating With Your Legislators
- County Budget Preparation Part One
 - Strategic Planning
 - Budget Calendar
 - Award-Winning County Budgets
- West Texas Conference Preview

APRIL

DEADLINE MARCH 1 | CONFERENCE DISTRIBUTION ISSUE

- Tax Assessor-Collector Spotlight
 - Official Roles and Responsibilities
 - Tax Assessor-Collectors Association of Texas
 - 89th Legislative Platform
- County Budget Preparation Part Two
- Glimpse in the Life of a Texas County Commissioner
- South Texas Conference Preview

MAY

DEADLINE APRIL 1

- Comptroller's County Property Tax Report
- Delinquent Fine and Fee Collection
 - Innovative Programs
- What You Wish Your Constituents Knew
- Memorial Day Feature
- South Texas Conference Preview
- North & East Texas Conference Preview

JUNE

DEADLINE MAY 1 | CONFERENCE DISTRIBUTION ISSUE

- 89th Texas Legislature
- Software and Technology Focus
 - Cybersecurity Grants
 - AI in County Government
- West Texas Conference Report
- North & East Texas Conference Preview
- Glimpse in the Life of a Texas County Judge



JULY

DEADLINE JUNE 1 | CONFERENCE DISTRIBUTION ISSUE

- Texas County Roads
 - Road and Bridge Product Spotlight
 - Preventive Maintenance
 - Strategic Planning
 - Floodplains and Drainage
- CJCAT Annual State Conference Preview
- Far West Texas Conference Preview

AUGUST

DEADLINE JULY 1 | CONFERENCE DISTRIBUTION ISSUE

- CJCAT at the Capitol
- County Indigent Defense
- County and District Clerk Spotlight
- South Texas Conference Report
- CJCAT State Conference Preview
- Far West Texas Conference Preview
- Regional Association Resolutions

SEPTEMBER

DEADLINE AUGUST 1

- 89th Texas Legislature: Bills in Effect
- Emergency Management
- ADA Compliancy
- Subdivision and Land-Use Regulations
- Glimpse in the Life of a Texas County Commissioner
- CJCAT State Conference Preview
- North & East Texas Conference Report

OCTOBER

DEADLINE SEPTEMBER 1 | CONFERENCE DISTRIBUTION ISSUE

- Economic Development
 - Effective Tools
 - Award-Winning County Programs
- Public Information Act
- Open Meetings Act
- Courthouse Trails: Restorations and Renovations
- District Conferences Preview

NOVEMBER

DEADLINE OCTOBER 1 | CONFERENCE DISTRIBUTION ISSUE

- Illegal Dumping Enforcement
- Veterans Day Feature
- District Conferences Preview
- Texas County Jails
 - New Construction
 - Texas Commission on Jail Standards
 - Innovative Diversion Initiatives

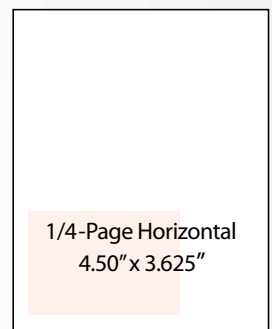
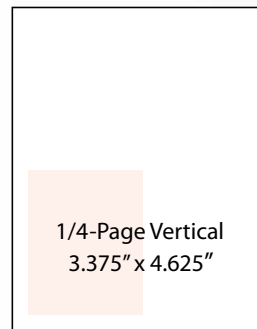
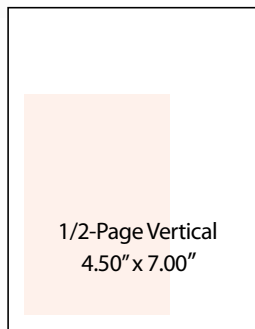
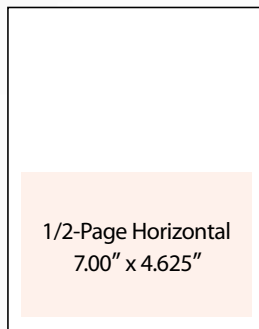
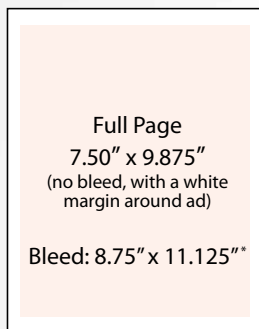
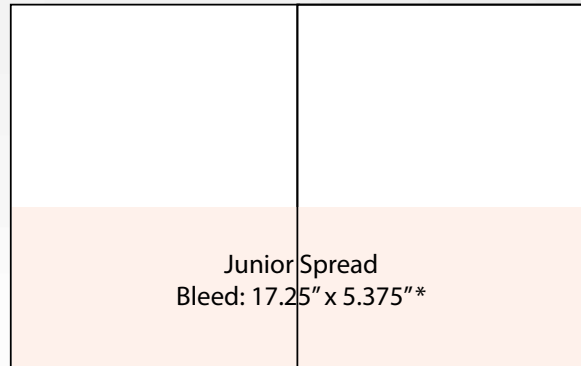
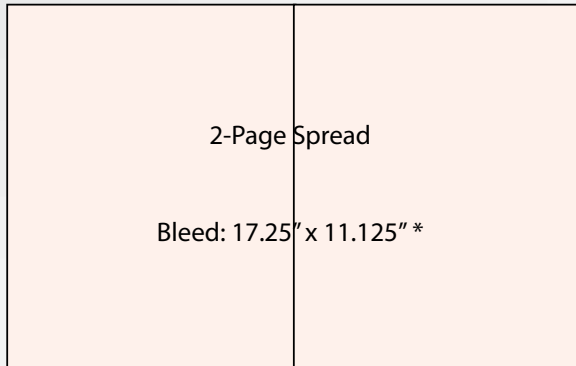
DECEMBER

DEADLINE NOVEMBER 1

- Purchasing Laws – Update From the 89th Legislature
 - Do's and Don'ts of County Purchasing
- Glimpse in the Life of a Texas County Commissioner
- Legislative Year in Review
- TACERA 2025 Honorees
- State Conference Report
- V.G. Young Conference Preview



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.