

County

A Publication of the Texas Association of Counties

Media Kit

GOOD GOVERNMENT, GOOD BUSINESS.



We know county government like no one else.

County magazine connects advertisers with the leaders and decision-makers who serve Texas' 254 counties.

Published quarterly by the Texas Association of Counties (TAC), *County* reaches county officials and staff across the state with trusted, timely coverage of the issues shaping county government. Through education and training, legislative and legal assistance, risk and health coverage, and technology solutions, TAC serves counties in every corner of Texas, helping make *County* a valued source of information for local government leaders.

Each issue offers insight on topics such as public safety, infrastructure, health care, technology and legislative developments. With a strong reputation for credibility and high editorial standards, *County* provides advertisers with a unique opportunity to reach an engaged audience that relies on the magazine for ideas and resources that support their work.

County is the Choice

If county officials and staff could choose one publication to best represent all functions and offices in county government, *County* would be the choice. Among the more than 6,300 readers are elected county officials and employees, state lawmakers, business leaders and county purchasing agents who make buying decisions. The editorial staff is dedicated to providing comprehensive content that matters.

6,300+
READERS STRONG

100%
DISTRIBUTION AMONG
ELECTED COUNTY
OFFICIALS AND MAJOR
DEPARTMENT HEADS

Elected officials include county judges, commissioners, county attorneys, district attorneys, district clerks, county clerks, county/district clerks, sheriffs, tax assessor-collectors, treasurers, justices of the peace, constables and auditors.



- **KEY** county supervisors and selected staff
- **ALL** Texas county purchasing agents
- **ALL** members of Texas Legislature and U.S. Congress from Texas
- **CORPORATIONS** and other businesses in the private sector



Why County?

Reaches a wide audience in Texas.

County reaches all county officials and many key supervisors and staff. *County* also enjoys a strong reputation among legislators, state officials and the public at-large.

Nationally recognized with more than 60 awards.

The National Association of County Information Officers recognizes *County* year after year for its exemplary writing, editing, art, graphic design and photography.

Readers trust our content.

County offers a proven track record of consistently high editorial standards. The editorial staff ensures that readers have all their questions answered, know where to get help and how to find resources.

Highlights innovations in county government.

County writers are constantly combing resources and building connections with counties to find the most cutting-edge programs in county government. County officials and their staff look to *County* for ideas on innovation and improvement of county programs.

County government is big business

As more responsibilities shift from the state and federal levels, Texas counties are expanding rapidly — creating growing opportunities for businesses like yours.

COUNTIES rely on trusted partners to deliver essential services that keep communities running, from infrastructure and public safety to healthcare, disaster response, and daily operations. Whether you're a small business or a large firm, your products and services can play a vital role — and counties are actively purchasing what you offer.

Some of the goods and services that counties purchase:

- Vehicles
- Buildings
- Air conditioning
- Heavy equipment
- Furniture
- Computers
- Computer software
- Office equipment
- Pharmaceuticals
- Food
- Clothing
- Televisions
- Guns and ammunition
- Buoys
- Boats
- Helicopters
- Ambulances
- Medical equipment
- Uniforms
- Paper
- Asphalt
- Carpets
- Blinds
- Sheets
- Utensils
- Radio tower service
- GPS services
- Audio-visuals
- Erosion control
- Microfilm equipment
- Election equipment
- Vehicle parts and maintenance
- Janitorial supply
- Human resource services
- Legal services
- Drug testing
- Billing and collection services
- Landscaping services
- Weed and grass control equipment
- Billing and collection services

Our Rates & Specs

Ad Size & Frequency

TWO-PAGE SPREAD
1x \$2,500 | 4x \$2,000

FULL-PAGE
1X \$1,500 | 4X \$1,000

1/2 PAGE
1X \$1,000 | 4X \$800

1/4 PAGE
1X \$800 | 4X \$600

Special Positioning

Special positioning is an additional \$300 per issue and can be purchased for Inside Front Cover or Inside Back Cover

Issues for Insertion

WINTER (publishes February)

SPRING (publishes May)

SUMMER (publishes August)

FALL (publishes November)

Closing Dates

Space reservation should be made by:

NOV. 21 Winter issue

MARCH 6 Spring issue

JUNE 5 Summer issue

SEPT. 5 Fall issue

Mechanical Requirements

Camera-ready digital files should be provided in the native application accompanied by low-resolution pdfs for proofing by the aforementioned closing deadlines. If you prefer to provide high-resolution PDFs, please contact magazine@county.org for proper PDF export.

Production Work

- Publisher will not accept requests to make changes in existing advertising. Advertiser/agency must submit new ad to affect changes.
- Ads must measure to these dimensions. If too large, they will be billed at the next larger size.

Dimensions

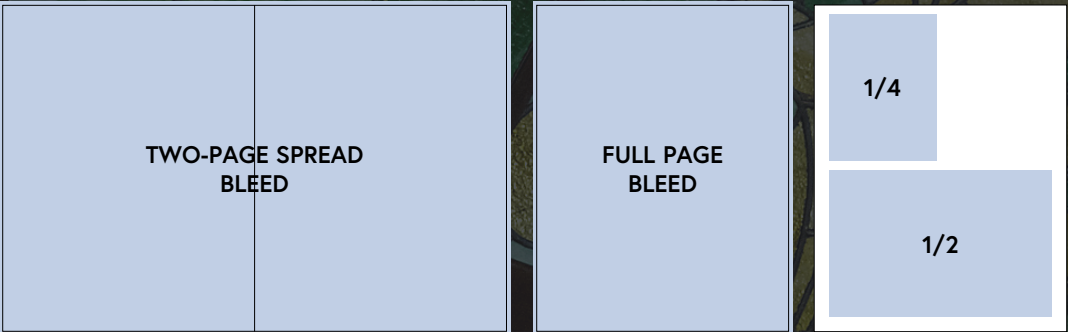
TWO-PAGE SPREAD
Full Bleed: 8.75" x 11.25"
Trim: 8.5" x 11"

FULL-PAGE | INSIDE FRONT COVER | INSIDE BACK COVER
Full Bleed: 17.25" x 11.25"
Trim: 17" x 11"

1/2 PAGE (NO BLEEDS)
7.5 x 4.375

1/4 PAGE (NO BLEEDS)
3.625 x 4.375

BACK COVER
Full Bleed: 8.75" x 9.25"
Trim: 8.5" x 9"



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