

EDITORIAL CALENDAR

“The best way to reach commissioners is through advertising in *County Progress*. We constantly receive comments from commissioners about seeing our ad in *County Progress*. It is the best bang for our buck!”

Johnny Johnson
Southern Tire Mart

JANUARY

81st Legislature Opens

- ▶ Testimony of County Officials

Commissioners Court Decorum: Keys to Conducting Effective Meetings

New Officials Package

- a) CJCAT Overview
 - ▶ CJCAT By-Laws
 - ▶ Regional Associations
- b) *County Progress*
- c) V.G. Young Institute of County Government
- d) Texas Association of Counties
- e) Conference of Urban Counties

V.G. Young Conference Preview

Road and Bridge Spotlight Jail Feature

FEBRUARY

Special Communication Issue

Courthouse Trails

Preparation for County Government Week, Part One

Communication Focus

- ◆ Commissioners Court Webcasting
- ◆ E-government
- ◆ NIMS Training – Emergency Management

West Texas Conference Preview

V.G. Young Conference Preview

Road and Bridge Spotlight Jail Feature

MARCH

County Government Week, Part Two

Health Care Package

- ✓ Indigent Health Care
- ✓ Inmate Health Care
- ✓ County Employee Health Care

West Texas Conference Preview

North & East Texas Conference Preview

South Texas Conference Preview

Road and Bridge Spotlight Jail Feature

APRIL

County Budget Preparation

- ◆ Growth Management/Strategic Planning

Ethics and County Government

North & East Texas Conference Preview

South Texas Conference Preview

V.G. Conference Young Report

Road and Bridge Spotlight Jail Feature

MAY

Property Tax Report

Fines and Fees Collection

Memorial Day

North & East Texas Conference Preview

South Texas Conference Preview

2009 *County Progress* Awards Program

Road and Bridge Spotlight Jail Feature

JUNE

Fireworks and County Authority

Software Product Spotlight

Tobacco Settlement Distribution

Workers' Compensation

2009 *County Progress* Awards Program

West Texas Conference Report

TAC Conference Preview

Road and Bridge Spotlight Jail Feature

EDITORIAL CALENDAR

"County Progress keeps me in the loop and 'in contact' with county officials."

Mickey West
Retired County Judge
and Past President
of TAC

JULY

Special Road and Bridge Issue

Road and Bridge Focus

- ◆ County Road Mapping
- ◆ Road and Bridge Product Spotlight
- ◆ Preventative Treatment
- ◆ County Roads 101

2009 County Progress Awards Program

North & East Texas Conference Report

CJCAT State Conference Preview

TAC Conference Preview

TDA Farm and Ranch Awards Jail Feature

AUGUST

Courthouse Trails

County Bonding Authority

CJCAT State Conference Preview

Far West Texas Conference Preview

South Texas Conference Report

2009 County Progress Awards Program

81st Legislature Impact Story

Road and Bridge Spotlight

Jail Feature

SEPTEMBER

Conference Distribution Issue

Courthouse Security

County Subdivision and Land-use Regulations

"A Day in the Life" Part One: County Judge

81st Legislature Impact Story

CJCAT State Conference Preview

Nationwide Past President's Scholarship Winner

Far West Texas Conference Preview

Road and Bridge Feature

Jail Feature

OCTOBER

Economic Development

- ▶ Urban County Issues
- ▶ Rural County Issues

"A Day in the Life" Part Two: County Commissioner

81st Legislature Impact Story

Indigent Criminal Defense Update

Recycling – Texas Recycles Day

Road and Bridge Spotlight

Jail Feature

NOVEMBER

Special Jail Issue

Veterans Day

"A Day in the Life" Part Three: County Sheriff

CJCAT State Report

Far West Texas Conference Report

Jail Focus

- ◆ New Construction
- ◆ Mentally Incompetent Inmates
- ◆ Blue Warrant Status
- ◆ Texas Commission on Jail Standards Current Events
- ◆ Innovative Inmate Programs

Road and Bridge Spotlight

DECEMBER

Illegal Dumping

Cooperative Purchasing

Personnel Policies

"A Day in the Life" Part Four: County Auditor

Far West Texas Conference Report

V.G. Young Conference Preview

Road and Bridge Spotlight

Jail Feature

ADVERTISING RATES

"Advertising in
County Progress
brings our company
message directly
to the desk of ev-
ery elected official,
month after month."

Footnote:

"Oh by the way...
Amy and Becky are
great people too."

Ed Hazeldean
LGS

Black and White Rates

	1 Time	3 Times	6 Times	12 Times
2-Page Spread	\$ 1,700	\$ 1,600	\$ 1,500	\$ 1,400
Full Page	\$ 1,000	\$ 900	\$ 850	\$ 800
2/3 Page	\$ 850	\$ 800	\$ 750	\$ 700
1/2 Page	\$ 700	\$ 650	\$ 600	\$ 550
1/2-Page Spread	\$ 1,000	\$ 900	\$ 850	\$ 800
1/3 Page	\$ 575	\$ 525	\$ 475	\$ 425
1/4 Page	\$ 500	\$ 450	\$ 400	\$ 350
1/6 Page	\$ 350	\$ 300	\$ 250	\$ 200

Premium placement 20% premium

Color Rates

Add \$300 to Black and White Rates

Classified Ads

Rates vary depending on number of words. Contact Amy Drennan for a quote.

Closing Dates

Advertising Order and Camera Ready Materials - 10th of month preceding publication.

ADVERTISEMENT SIZES & SPECIFICATIONS

Magazine Ad Specifications

Acceptable Software and Platforms

Files may be produced and submitted in Adobe Indesign, Adobe PageMaker, Adobe Photoshop, and Quark Xpress or created in Adobe Illustrator or Macromedia Freehand and submitted as .eps or .pdf files. Please contact Amy Drennan for .pdf exporting instructions.

PC and Macintosh files are acceptable. All files must be binary encoded and accompanied by a hard copy of the ad.

Acceptable Media

Files may be submitted on 3.52 floppy disks, 100 or 250 MB ZIP disks or CD-ROMs as well as via e-mail or posted to our ftp site (Call 325-673-4822 for ftp information). A hard copy of the ad must be faxed or mailed to *County Progress*.

Font Usage

Please include ALL fonts with ad files each time files are submitted. Ensure that any fonts embedded in .eps files are also included. Ad files in .pdf format or a rasterized .tif file may be sent without fonts.

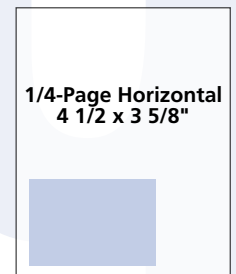
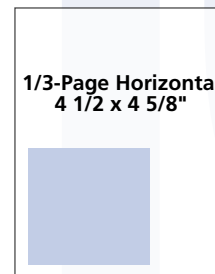
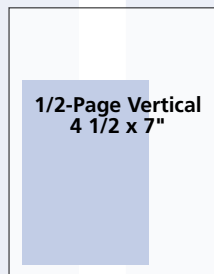
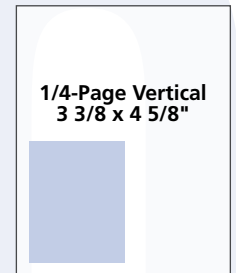
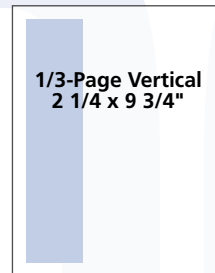
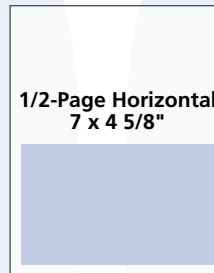
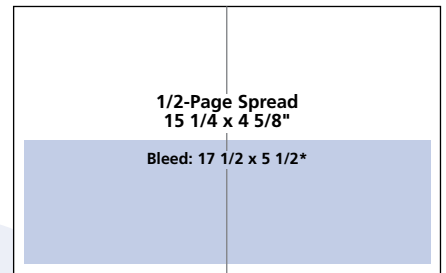
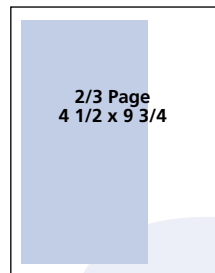
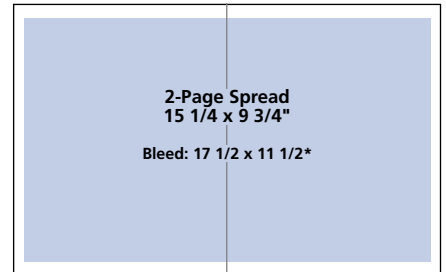
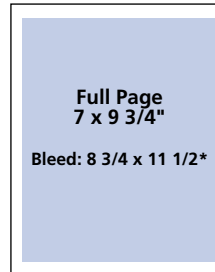
Graphic Issues

All graphics within ads should be in .tif or .eps format only. All .eps files must be binary encoded versus ASCII. You must include all graphics with ad 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 lpi (lines per inch) or ppi (pixels per inch). Be sure to scan images at the size they appear in your files since enlarging images after scanning reduces resolution.

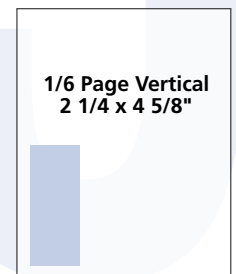
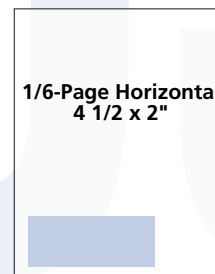
All ink colors must be CMYK not RGB.

Digital vs. Mechanical

Since we are a digital house, mechanical production is not accepted.



Publication trim size:
8 1/2 x 11"



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

WEB ADVERTISING

www.countyprogress.com

A study done by Nua Internet Surveys found that 82 percent of all government officials had access to the Internet, and 73 percent of them used the Web on a daily basis. Nua also found that of that 73 percent, half of all the decision-makers said that the Web influenced them to make a purchase or obtain a service.

Business Wire conducted a study on the relationship between magazines and magazine Web sites. "The study documents a **companion** rather than competitive relationship between magazines and magazine Web sites." The study states: "More than 80 percent of respondents rely on magazines in the early stage of the buying cycle. Where the magazine Web site demonstrates its biggest strength is in the middle stage of the buying process, when **two out of three** buyers actively seek to identify a range of product and vendor options for current projects."

With odds like that, isn't it **vital** for your business to have an Internet presence?

Web Advertising Rates (per month)

2 x 7/8"	\$ 100
5 5/8 x 1"	\$ 125
2 x 3 1/2"	\$ 150
2 x 7" Vertical Banner	\$ 200
10 x 1" Horizontal Banner	\$ 250

Minimum 6 month contract required.

2 X 7/8"

2 X 3 1/2"

VERTICAL BANNER
2 x 7"

5 5/8 X 1"

HORIZONTAL BANNER
10 x 1"

Ads are displayed here at half their actual size.

"NET Data has worked with *County Progress* for years. The staff is reliable, efficient and friendly. *County Progress* makes advertising easy."

Dena Irving
NET Data

CIRCULATION FACTS

County Judges and Commissioners Association of Texas

The County Judges and Commissioners Association of Texas is a nonprofit organization for the promotion of business efficiency and the betterment of Texas counties through cooperative efforts and the exchange of ideas.

County Progress

County Progress is the official publication of the County Judges and Commissioners Association of Texas. Its purpose is to provide news information and ideas to support county government. The magazine is published monthly.

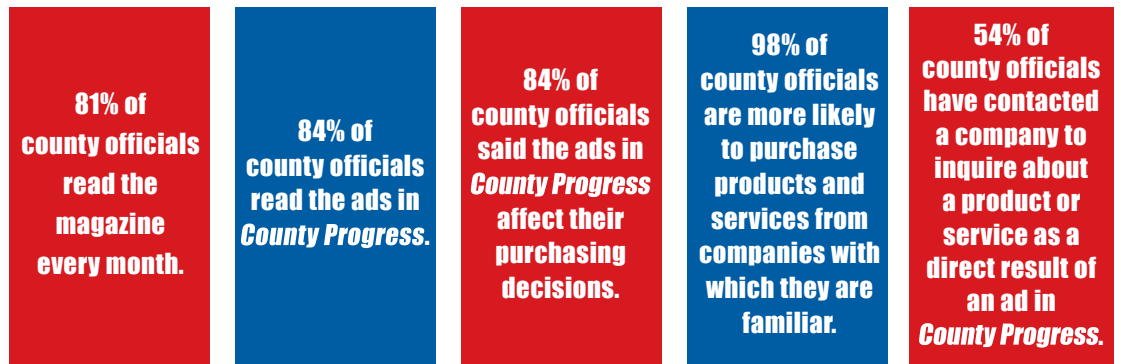
Mailing Instructions

Send insertion orders and printing materials to:

County Progress Magazine
 ATTN: Amy Drennan
 500 Chestnut St.
 Suite 2000
 Abilene, TX 79602
 325-829-7564
 Fax: 325-677-2631

Rates effective January 2009

County Progress is a highly targeted niche magazine with a monthly circulation that completely saturates the county government market.



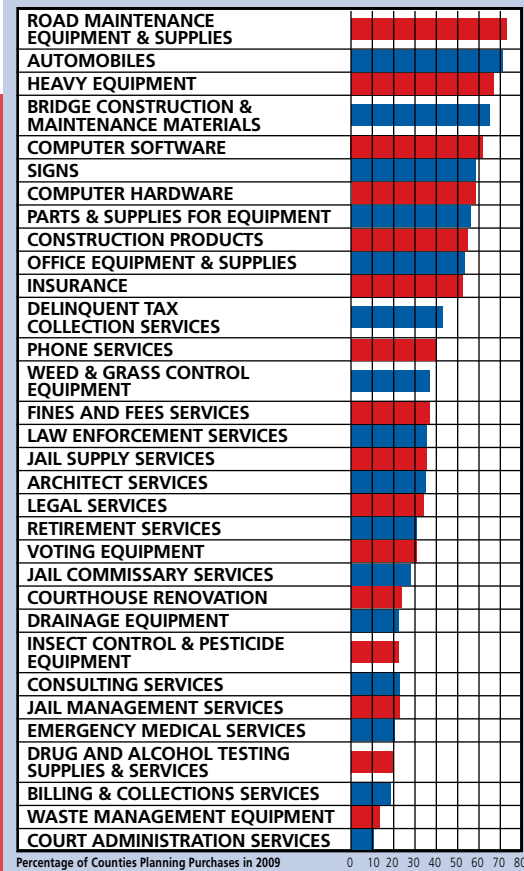
County Progress Saturates These Markets

100% of Market							
90% of Market							
80% of Market							
70% of Market							
60% of Market							
50% of Market							
40% of Market							
30% of Market							
20% of Market							
10% of Market							
▲ Saturation	County Judges & Commission.	City Managers	Purchasing Agents & Auditors	Sheriffs	County & District Clerks	Road Admin., TxDOT & Engineers	Public Works
Market ▶							

In 2009, Texas counties will be purchasing:

- ▶ 73% will purchase road maintenance equipment & supplies
- ▶ 71% will purchase automobiles
- ▶ 67% will purchase heavy equipment
- ▶ 65% will purchase bridge construction & maintenance materials
- ▶ 62% will purchase computer software
- ▶ 59% will purchase signs
- ▶ 59% will purchase computer hardware
- ▶ 57% will purchase parts & supplies for equipment
- ▶ 55% will purchase construction products
- ▶ 54% will purchase office equipment & supplies
- ▶ 53% will purchase insurance
- ▶ 43% will purchase delinquent tax collection services
- ▶ 40% will purchase phone services
- ▶ 38% will purchase weed & grass control equipment

2009 Planned Purchases



CIRCULATION FACTS

- ▶ 38% will purchase fines & fees services
- ▶ 36% will purchase law enforcement services
- ▶ 36% will purchase jail supply services
- ▶ 35% will purchase architect services
- ▶ 34% will purchase legal services
- ▶ 31% will purchase retirement services
- ▶ 31% will purchase voting equipment
- ▶ 28% will purchase jail commissary services
- ▶ 24% will purchase courthouse renovation services
- ▶ 23% will purchase drainage equipment
- ▶ 23% will purchase insect control & pesticide equipment
- ▶ 23% will purchase consulting services
- ▶ 23% will purchase jail management services
- ▶ 21% will purchase emergency medical services
- ▶ 20% will purchase drug & alcohol testing supplies & services
- ▶ 19% will purchase billing & collections services
- ▶ 14% will purchase waste management equipment
- ▶ 11% will purchase court administration services

When asked for their overall opinion of *County Progress*, officials responded:

"The most important state magazine I read."

"As a new commissioner, I find it helpful in my learning process."

"An up-to-date publication that addresses county issues very well. Look forward to receiving it each month."

"Informative and interesting."

"Great magazine. High quality."

"I look forward each month to the newest edition of *County Progress*. I read it from cover to cover to see what is happening in county government. It is a great magazine for county officials."

"Excellent resource for county employees."

"Very good information in each issue that can help county commissioners in their daily operations."

"Used often in office; always read by staff. Great resource!"

"Very good and professionally presented magazine that touches all the bases associated with county government."

"Good publication and on target for our county needs."

"I read it about three times a month and frequently refer to it."