



# County to County

Published by The Illinois Association of County Officials

## media kit

The *County to County Magazine* is distributed to the membership of the affiliated organizations which make up the Illinois Association of County Officials (IACO). Our audience is elected and appointed Illinois County Officials such as: assessment officers, auditors, circuit court clerks, county clerks/recorders, coroners, county board members, treasurers, and others. In addition, it is also distributed to members of the State House and Senate as well as other Illinois government offices.

This high quality quarterly contains the latest information on local county government issues. You will find legislative reports, legal advice, interviews, state reports, technology and business updates, county histories, conference information and much more.

The *County to County Magazine* is available to subscribers for an annual cost of \$30.00. If you have a product/service to sell and you want to reach the purchasing power of 102 of the largest corporate structures in Illinois, *County to County* is where your business wants to be.

The *County to County Magazine* is the only official publication of the Illinois Association of County Officials.

The *IACO Spring & Fall Conference Programs* are distributed to all conference attendees and is a great opportunity to promote your products whether or not your firm is exhibiting at the conference. Information about exhibiting at the IACO Conferences is available on-line at: [www.iacoonline.org](http://www.iacoonline.org).

Advertising Contracts and as well as ad material show be sent to:

Tamiko Kinkade, IACO Editor  
P.O. Box 9567 - Springfield, IL 62791-9567  
Phone: 217-585-9065 Fax: 217-529-7178  
Cell: 217-652-6389  
E-mail: [tk@tkcpsolutions.com](mailto:tk@tkcpsolutions.com)

Shipping Address:

Tamiko Kinkade, IACO Editor  
1318 Community Drive - Springfield, IL 62703





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## 2010 Advertising Agreement

Company: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Billing Address: \_\_\_\_\_  
City, State, Zip: \_\_\_\_\_  
Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
E-mail Address: \_\_\_\_\_

The above named company agrees to purchase the following advertising in the *County to County* Magazine.

Winter 2010     Spring 2010     Summer 2010     Fall 2010

and the follow IACO Conference Program Books:  Spring 2010     Fall 2010

Ad Size:     Full Page     3/4 Page     2/3 Page     1/2 Page     1/4 Page     1/8 Page

Color:     4-Color Process     Black/White (Greyscale)

Placement\*:  Outside Back Cover     Inside Front Cover     Inside Back Cover     Other: \_\_\_\_\_

\*Call Tamiko at (217) 585-9065 for availability.

Cost Per Issue:    \$ \_\_\_\_\_

Pick up ad copy from previously ran ad material: \_\_\_\_\_     New ad copy will be provided

Authorized by: \_\_\_\_\_ Date: \_\_\_\_\_

A signed contract must accompany all insertion orders. Ads will be billed based on the advertising contract. Unless a contract is on file for multiple issues, the single insertion rate will be charged.

**Terms:** Net 30 days. No cash discounts. Advertiser or its agency which are 60 days past due will forfeit all discounts and commissions, and full (x1) list pricing will then be collected.

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Please remit to: IACO, P.O. Box 9567, Springfield, IL 62791-9567  
Please call Tamiko Kinkade, Editor at (217) 585-9065 with any questions.

# General Information:

## Rate Card

**NOTE: NO RATE INCREASE!**

The rates have been effective since 2004. Rates earned are based upon the total number of insertions within a 12 month period from the date of the first insertion.

## Black & White Advertising

Placement	1x	4x	Conf. Program
Inside Front	\$1,000	\$950	\$500
Inside Back	\$1,000	\$950	\$500
Outside Back	\$1,350	\$1,250	\$500
Full page	\$800	\$750	\$500
3/4 Page	\$700	\$650	\$400
2/3 page	\$650	\$575	\$375
1/2 page	\$475	\$400	\$250
1/4 page	\$300	\$250	\$175
1/8 page	\$150	\$125	\$100

## 4-Color Advertising Rates

Placement	1x	4x
Inside Front	\$1,500	\$1,300
Inside Back	\$1,400	\$1,200
Outside Back	\$1,750	\$1,500
Full page	\$900	\$850
3/4 Page	\$850	\$800
2/3 page	\$650	\$575
1/2 page	\$650	\$600
1/4 page	\$500	\$450

## Professional Directory

\$250/one payment (includes all magazines and conference issues)

## Classified Ad

\$20 first 25 words. \$0.25 each additional word.

## Display Ad Sizes:

Space Unit	wide	x	deep
Full page (bleed)	9"	x	11-1/2"
Full page (no bleed)	7-1/2"	x	10"
3/4 page	7-1/2"	x	8-3/4"
2/3 page	4-7/8"	x	9-7/8"
1/2 page horiz.	7-1/2"	x	5"
1/2 page vert.	4-7/8"	x	9"
1/4 page	4-7/8"	x	5"
1/8 page	4-7/8"	x	2-5/8"
professional directory ad	1"	x	2-3/8"
classified ad	1-1/8"	x	2-3/8"

## Artwork

Please electronic advertising artwork in one of the following formats: .pdf, .tif, .eps. PageMaker and QuarkExpress are also acceptable. The preferred method for receiving artwork is high resolution .pdf file. When providing artwork in a format other than .pdf or .tif, all fonts and images used in the publication must be provided. Please be aware that substitution may occur if correct fonts are not provided. Artwork may be supplied on CDROM, DVD, or can be sent via E-mail to: tk@tkcpsolutions.com.

## Production Charges

Production charges will be incurred for modifying files that are sent in applications not on the preferred applications list, for converting, scanning or configuring artwork for proper color separation and/or font substitution.

## Payment Terms

Terms are net 30 days. No cash discounts. Advertiser or its agency which are 60 days past due will forfeit all discounts and commissions, and full (x1) list pricing will then be collected.

## Earned Rates

Frequency discounts are earned on the basis of total advertising placed within a 12 month contract period.

## Publisher Approval

All advertising is subject to publisher approval. The publisher reserves the right to reject or cancel any advertisement, or contract at any time.

## Publication Dates/Deadlines

Advertising deadline dates are 15th day of December, March, June and September. Conference Programs are issued April and November. Deadlines for the Conference Programs are March 15 and October 15.

## Contact Info

Films, disks, address correspondence, insertion orders, proofs, copy and art should be sent to:

Tamiko Kinkade, Editor

**IL Association of County Officials**

P.O. Box 9567

Springfield, IL 62791-9567

217-585-9065 or 217-652-6389 (Cell)

Email: tk@tkcpsolutions.com

Shipping Address:

1318 Community Drive - Springfield, IL 62703

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Springfield, IL 62791-9567

**2010 Media Kit**  
**-- Advertising Opportunities --**

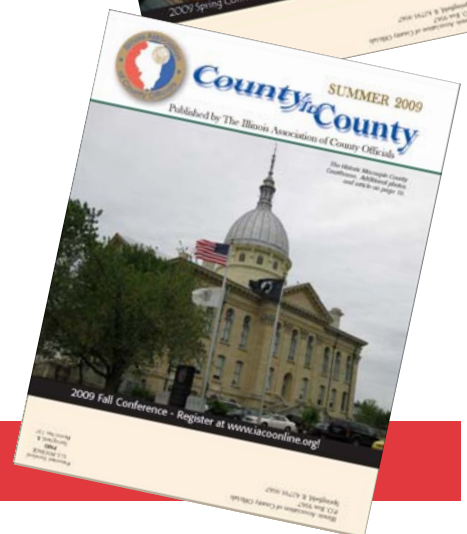


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If you have a product/service to sell and you want to reach the purchasing power of 102 of the largest corporate structures in Illinois, *County to County Magazine* is where your business wants to be.

The Illinois Association of County Officials represents elected county officials in the state of Illinois. And, if you want to reach them with your message or product, consider advertising in the *County to County Magazine!*



**Media Kit**