

www.accg.org

ACCG

MEDIA GUIDE



**MARKET YOUR BRAND TO
GEORGIA COUNTY LEADERS!**

*Georgia County Government ~ Member Services Guide
County Excellence Awards ~ CountyLine eNewsletter*

FOR MORE INFORMATION, PLEASE CONTACT:

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ACCG
Advancing Georgia's Counties.



Advancing Georgia's Counties.



WHY ACCG?

- Our membership encompasses all **159 Georgia counties** and is represented by **more than 810** county commissioners.
- Our constituency also includes **400** appointed county clerks, managers, administrators and attorneys, and **more than 80,000** full-time and part-time employees.
- We work on behalf of county officials and their communities by providing public policy and legislative advocacy, leadership development, civic and community engagement initiatives, insurance and retirement programs that specialize in local government needs and other cost saving programs.

OUR REACH:

Our communications are distributed to the decision makers in **100%** of Georgia counties, including:

- County Commissioners
- County Managers
- Administrators
- County Attorneys
- Clerks

Georgia County Government is also mailed to the members of the Georgia Congressional Delegation, members of the Georgia General Assembly (180 House Members/56 Senators) and ACCG Partners.

Archived issues of Georgia County Government and CountyLine are available at accg.org, ensuring a lasting online presence and repeated exposure.

Market your business to the people who count.
Contact your Naylor account executive today!



Promote your brand to county officials throughout the year.

From print to digital, ACCG offers you the best way to effectively reach your target audience.



2019 EDITORIAL CALENDAR

ISSUE	FEATURES
Spring Theme: County Government	County Government 101: * Partnering with State * A Look at County Revenue Sources * ACCG Lifelong Learning Academy * Celebrate National County Government Annual Conference Preview Solar Energy as a Revenue Stream Hard to Count Communities (Census Article) Short-Term Rentals
Summer Theme: Oglethorpe County Focus	Oglethorpe County Focus: Meet ACCG's New President ACCG Civic Affairs Foundation Rural Health Update Partner Article College/Underserved Partnership Program
Fall Theme: Resilient Counties	Preparedness - * September is National Preparedness Month * Economic Impact of Natural Disasters and the Resilience of Counties * ACCG Emergency Preparedness Promo Cybersecurity - * October is National Cybersecurity Awareness Month * ACCG Suite Legislative Leadership Conference Preview 2019 Legislative Service Awards ACCG Retirement Service Awards 2019 GCIP Highlights Partner Article UGA Extension Article
Winter Theme: Communication is Key	What's on Your Website? The legalities of what Should be Posted on a County Website * Profile of User-Friendly County Website * Engaging Your County Employees * Diversity and Inclusion - the County's Role Local Complete Committees (Census Article) 2020 Legislative Preview Q&A with ACCG Policy Council 2020 Capital Connection Conference Preview

*Editorial Calendar is tentative and subject to change.

For more information, contact ACCG Communications Manager,
Schuyler Harding at 404.589.7808 or sharding@accg.org

GEORGIA COUNTY GOVERNMENT

Net Advertising Rates

All rates include an Ad Link in the digital edition of the magazine.

Revisions and Proofs: \$50
Position Guarantee: 15% Premium

Full-Color Rates	1-2x	3-4x
Double Page Spread	\$3,229.50	\$3,069.50
Outside Back Cover	\$2,479.50	\$2,389.50
Inside Front or Inside Back Cover	\$2,279.50	\$2,189.50
Full Page	\$1,779.50	\$1,689.50
2/3 Page	\$1,449.50	\$1,379.50
1/2 Page	\$1,249.50	\$1,189.50
1/3 Page	\$859.50	\$819.50
1/4 Page	\$579.50	\$549.50
1/6 Page	\$459.50	\$439.50
1/8 Page	\$379.50	\$359.50

Black-and-White Rates	1-2x	3-4x
Full Page	\$1,179.50	\$1,119.50
2/3 Page	\$939.50	\$889.50
1/2 Page	\$819.50	\$769.50
1/3 Page	\$679.50	\$649.50
1/4 Page	\$489.50	\$469.50
1/6 Page	\$429.50	\$409.50
1/8 Page	\$279.50	\$259.50

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Digital Edition Branding Opportunities

Skyscraper | \$1,300
Sponsorship | \$800

Sponsorship Max | \$1,100
Toolbar | \$450

For the latest online specs, please visit: www.naylor.com/onlinespecs



Advancing Georgia's Counties.



ASSOCIATION SOLUTIONS

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created. (Rates as of August 2018)

COUNTY EXCELLENCE AWARDS

Net Advertising Rates

All rates include an Ad Link in the digital edition of the magazine.

Revisions and Proofs: \$50

Position Guarantee: 15% Premium

Full-Color Rates	
Double Page Spread	\$3,069.50
Outside Back Cover	\$2,399.50
Inside Front or Inside Back Cover	\$2,199.50
Full Page	\$1,699.50
2/3 Page	\$1,379.50
1/2 Page	\$1,159.50
1/3 Page	\$819.50
1/4 Page	\$529.50
1/6 Page	\$439.50
1/8 Page	\$359.50

Black-and-White Rates	
Full Page	\$1,119.50
2/3 Page	\$879.50
1/2 Page	\$769.50
1/3 Page	\$609.50
1/4 Page	\$469.50
1/6 Page	\$409.50
1/8 Page	\$259.50

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Digital Edition Branding Opportunities

Skyscraper | \$1,300 Sponsorship Max | \$1,040
Sponsorship | \$760 Toolbar | \$430

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MEMBER SERVICES GUIDE

Net Advertising Rates

All rates include an Ad Link in the digital edition of the directory.

Revisions and Proofs: \$50
Position Guarantee: 15% Premium

Full-Color Rates	
Double Page Spread	\$3,769.50
Outside Back Cover	\$3,289.50
Inside Front or Inside Back Cover	\$3,189.50
Full Page	\$2,339.50
2/3 Page	\$1,779.50
1/2 Page	\$1,449.50
1/3 Page	\$1,059.50
1/4 Page	\$669.50
1/6 Page	\$549.50
1/8 Page	\$439.50

Black-and-White Rates	
Full Page	\$1,879.50
2/3 Page	\$1,609.50
1/2 Page	\$1,189.50
1/3 Page	\$939.50
1/4 Page	\$549.50
1/6 Page	\$439.50
1/8 Page	\$339.50

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Digital Edition Branding Opportunities

Leaderboard | \$800

Rectangle | \$800

HTML5 | \$675

Video | \$550

Large Outsert | \$400

Medium Outsert | \$325

TOC Banner | \$250

For the latest online specs, please visit: www.naylor.com/onlinespecs



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EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA

- Link your ad to the landing page of your choice
- Increase traffic to your website
- Interact with viewers to facilitate the buying process
- Generate an immediate response from customers
- Members and readers receive each issue via email and each new issue is posted on ACCG's website. A full archive of past issues is available, ensuring longevity for your online presence.

In addition to print, *Georgia County Government* is available in a digital version. Viewers can flip through the pages, forward articles to colleagues and click ads to be redirected to advertiser's websites.



GEORGIA COUNTY GOVERNMENT & COUNTY EXCELLENCE AWARDS DIGITAL EDITIONS



Large Toolbar | \$450

Your company name is displayed on the toolbar, found in the top-left corner of every page of the digital edition next to frequently used navigational icons.

Skyscraper | \$1,300

The Skyscraper ad displays the entire time the digital edition is open giving your message consistent and lasting exposure.

For the latest online specs, please visit: www.naylor.com/onlinespecs

Sponsorship MAX* | \$1,100 Sponsorship* | \$800

Your message will be prominently displayed directly across from the cover of the magazine.

*Video capabilities are not supported for Sponsorship MAX.

MEMBER SERVICES GUIDE

DIGITAL EDITION

EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA.

The *Member Services Guide* is available in a fully interactive digital publication. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital publication lets you:

- **Include ads on an HTML5 and mobile responsive platform**
- **Link to the landing page of your choice, generating an immediate response from customers**
- **Maintain your ad presence on the digital issue for readers to reference at any time**

FORMATS AVAILABLE TO READERS:

- **Reading view (default):** The HTML-based view of our publication, optimized for all devices. Scrolling articles automatically adjust for comfortable reading.
- **Page view:** The digital replica of the print publication. Flip through this digital book in either a 1 or 2-page format. Determine your preferred zoom setting for an optimal experience.

Important Note: Readers can choose the experience best suited to their needs at any time by clicking on "Page View" or "Reading View" in the toolbar!



Mobile & Desktop Responsive HTML Reading View



1 Leaderboard (all views) | \$800

The leaderboard ad appears on-screen in both the reading view and page view of the digital publication.

2 Rectangle (all views) | \$800

The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view.

TOC Mobile Banners (HTML reading view)

The TOC mobile banner appears in the table of contents, on-screen to the right of the digital publication on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1st article, and subsequent banners show every 3 articles.

3 Top TOC Mobile Banner | \$250

In-Magazine Digital Options (HTML reading view)

These standalone ad options are placed between article pages on the HTML reading view of the digital publication and are visible on all device types.

HTML5 Ad | \$675

This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

Digital Video Sponsorship | \$550

The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

Digital Insert / Outsert

Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital publication.

- **Large Insert | \$400**
- **Medium Insert | \$325**

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

For the latest online specs, please visit www.naylor.com/online-specs

ABOUT **COUNTYLINE** ENEWSLETTER

NAYLORNETWORK.COM/ACG-NWL

Now more than ever, professionals consume information on the go. Our *CountyLine* eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of nearly 3,000 decision-makers on a regular basis
- In addition to nearly 3,000 members, opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Cross-promoted in other ACCG publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing



Vertical Banner

12 Months | \$3,020

- Only four advertisers per issue – NO ROTATION
- 120 x 240 pixels

Distributed Monthly

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GEORGIA COUNTY GOVERNMENT, MEMBERS SERVICES

GUIDE, COUNTY EXCELLENCE AWARDS

INDEX OF ADVERTISERS CATEGORIES

Our publications feature an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only \$20 each. *If your product or service is not listed below, a new category can be created for you.*

- | | | |
|--|--|--|
| <input type="checkbox"/> Access Control | <input type="checkbox"/> Engineering | <input type="checkbox"/> Retaining Walls |
| <input type="checkbox"/> Accountants | <input type="checkbox"/> Environmental Engineers | <input type="checkbox"/> Retirement Services |
| <input type="checkbox"/> Aggregate Equipment | <input type="checkbox"/> Erosion Control | <input type="checkbox"/> Risk Management |
| <input type="checkbox"/> Aggregate Spreading Equipment | <input type="checkbox"/> Financial Services | <input type="checkbox"/> Road Building Equipment |
| <input type="checkbox"/> Aggregates | <input type="checkbox"/> Fire Protection | <input type="checkbox"/> Retaining Walls |
| <input type="checkbox"/> Appraisal | <input type="checkbox"/> Fuels and Lubricants | <input type="checkbox"/> Retirement Services |
| <input type="checkbox"/> Architects | <input type="checkbox"/> General Contractors | <input type="checkbox"/> Risk Management |
| <input type="checkbox"/> Asphalt Paving | <input type="checkbox"/> Heavy Equipment | <input type="checkbox"/> Road Building Equipment |
| <input type="checkbox"/> Associations | <input type="checkbox"/> Hotels | <input type="checkbox"/> Securities |
| <input type="checkbox"/> Attorneys | <input type="checkbox"/> Human Resources | <input type="checkbox"/> Signs |
| <input type="checkbox"/> Auctioneers | <input type="checkbox"/> HVAC | <input type="checkbox"/> Site Preparation |
| <input type="checkbox"/> Beverages | <input type="checkbox"/> Landscaping | <input type="checkbox"/> Software |
| <input type="checkbox"/> Blasting Services | <input type="checkbox"/> Lawn Equipment | <input type="checkbox"/> Street Sweeping |
| <input type="checkbox"/> Building Supply | <input type="checkbox"/> Lighting | <input type="checkbox"/> Surveyors |
| <input type="checkbox"/> Bulk Transporters: Petroleum,
Asphalt, Dry | <input type="checkbox"/> Loading Equipment | <input type="checkbox"/> Telecommunications |
| <input type="checkbox"/> Bulk Products | <input type="checkbox"/> Loans | <input type="checkbox"/> Telephone Utility |
| <input type="checkbox"/> Business Systems | <input type="checkbox"/> Manufactured Housing | <input type="checkbox"/> Temporary Labor |
| <input type="checkbox"/> Cement | <input type="checkbox"/> Medical Services | <input type="checkbox"/> Testing Equipment & Materials |
| <input type="checkbox"/> Clearing Equipment | <input type="checkbox"/> Meters | <input type="checkbox"/> Testing |
| <input type="checkbox"/> Computer Software | <input type="checkbox"/> Mowing Equipment | <input type="checkbox"/> Tire Sales & Services |
| <input type="checkbox"/> Concrete | <input type="checkbox"/> Paving Equipment | <input type="checkbox"/> Tractor Sales & Equipment |
| <input type="checkbox"/> Construction | <input type="checkbox"/> Professional Services | <input type="checkbox"/> Truck Sales & Equipment |
| <input type="checkbox"/> Construction Testing & Inspection | <input type="checkbox"/> Program Management | <input type="checkbox"/> Two-Way Radio |
| <input type="checkbox"/> Construction Equipment | <input type="checkbox"/> Public Safety Systems | <input type="checkbox"/> Uniforms |
| <input type="checkbox"/> Consulting Engineers | <input type="checkbox"/> Pumps & Systems | <input type="checkbox"/> Utilities Vending |
| <input type="checkbox"/> CPAs | <input type="checkbox"/> Quality Control Equipment | <input type="checkbox"/> Waste Management/Removal |
| <input type="checkbox"/> Drainage Systems | <input type="checkbox"/> Radio Communications | <input type="checkbox"/> Wireless Communication |
| <input type="checkbox"/> Dust Control | <input type="checkbox"/> Ready Mix Concrete | <input type="checkbox"/> Workers' Compensation |
| <input type="checkbox"/> Education Services | <input type="checkbox"/> Ready Mix Plants | <input type="checkbox"/> Vehicles - Fleet |
| <input type="checkbox"/> Emergency Medical System | <input type="checkbox"/> Ready Mix Producers | <input type="checkbox"/> Other: |
| | <input type="checkbox"/> Rehabilitation Programs | _____ |

One free listing with any size ad. Additional listings are \$20 each. No limit. Please list new categories on this sheet.

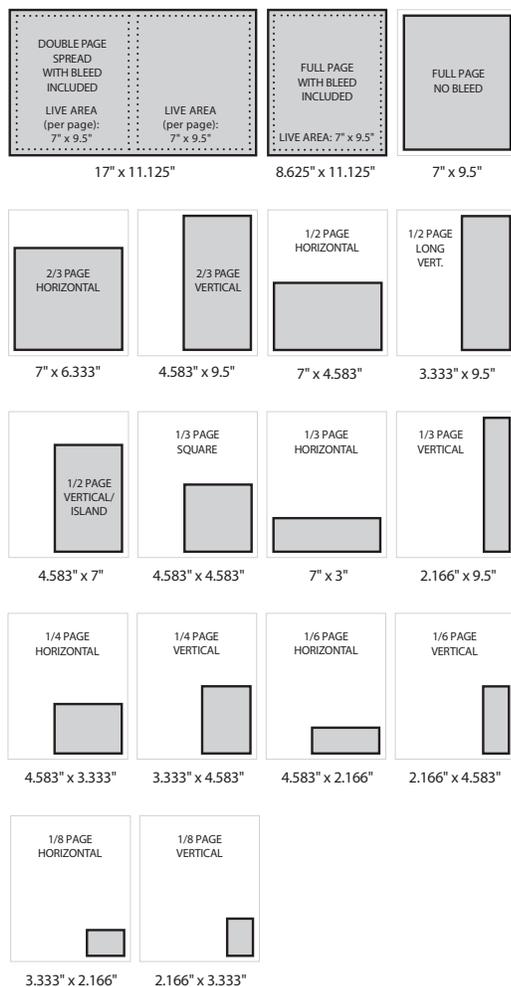
_____ Additional Categories X \$20 = \$ _____

Initial: _____ Date: _____

PRINT ADVERTISING SPECIFICATIONS

Georgia County Government, Members Services Guide, County Excellence Awards

Magazine/Directory Trim Size: 8.375" x 10.875"



Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor website at www.naylor.com

Production Services, Proofs and Revisions

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Specs for Outsert/Inserts

1 Page / 1 surface: 8.375" x 10.875"

1 Page / 2 surface: 8.375" x 10.875"

2 Page / 4 surface: 8.375" x 10.875"

Postcards: 6" x 4.25"

Heavy Card Stock Insert: 8.25" x 10.75"

Postal Flysheets: 8.5" x 11"

Digital Edition

For more information, visit:

<http://www.naylor.com/onlinepecs>



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