

# TEXAS ASSOCIATION OF GOVERNMENTAL INFORMATION TECHNOLOGY MANAGERS

## MEDIA KIT

Promote your products and services to  
government IT professionals across Texas!

*TAGITM Membership Directory &  
TAGITM Monthly eNewsletter*

FOR MORE INFORMATION, PLEASE CONTACT:

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**NAYLOR**   
ASSOCIATION SOLUTIONS

**TAGITM**  
MAKING *IT* HAPPEN  
TEXAS ASSOCIATION OF GOVERNMENTAL INFORMATION TECHNOLOGY MANAGERS



## TAGITM MONTHLY NEWSLETTER

## TAGITM MEMBERSHIP DIRECTORY

Don't miss your chance to promote your products and services with TAGITM's new advertising opportunities throughout the year. Contact Naylor today to see how you can reach decision-makers throughout Texas.

## ABOUT US

- TAGITM represents leaders that operate and manage the technology sector of local government throughout Texas.
- Our members are staffed and employed by **more than 200** cities and counties across the state.
- Government IT professionals in Texas spend **more than \$3 billion** on products and services annually.\*

**Don't miss your chance to reach government IT professionals across the state of Texas!**  
**Contact Naylor today!**

\*IBISWorld Report: TX54151

## OUR MEMBERS

Establish relationships with fellow members through TAGITM's new media outlets, that work in a variety of government sectors:

- Counties
- Cities
- Government Agencies
- School Districts

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ASSOCIATION SOLUTIONS

# TAGITM MEMBERSHIP DIRECTORY

## 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	Rates
Double Page Spread	\$3,339.50
Outside Back Cover	\$2,399.50
Inside Front or Inside Back Cover	\$2,199.50
Full Page	\$1,899.50
2/3 Page	\$1,499.50
1/2 Page	\$1,099.50
1/3 Page	\$879.50
1/4 Page	\$649.50
1/6 Page	\$519.50
1/8 Page	\$389.50

Black-and-White Rates	Rates
Full Page	\$1,039.50
2/3 Page	\$819.50
1/2 Page	\$599.50
1/3 Page	\$479.50
1/4 Page	\$349.50
1/6 Page	\$279.50
1/8 Page	\$209.50

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

**Sponsorship** | \$975  
**Skyscraper** | \$975

**Toolbar** | \$600  
**Leaderboard** | \$1,000

## Special Advertising Sections: Products and Services Marketplace



Promote your product and services through TAGITM's Products and Services Marketplace. This special offer is available at a discounted rate.

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 07/2019)

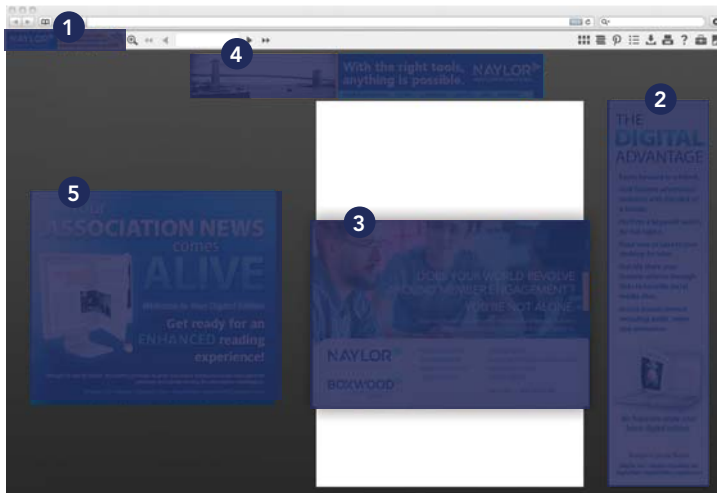
# TAGITM MEMBERSHIP DIRECTORY

## DIGITAL EDITION

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 TAGITM's website. A full archive of past issues is available, ensuring longevity for your online presence

In addition to print, TAGITM Membership Directory is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser's website.



### 1 Toolbar | \$600

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.

### 2 Skyscraper | \$975

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

### 3 Belly Band | \$500

The Belly Band is included on the front cover of the digital edition, making your company's ad one of the first that readers see when they receive their digital edition. It also extends to the digital edition's back cover, wrapping your company's message around the entire digital edition.

### 4 Leaderboard | \$1,000

Your message will be prominently displayed above the directory and is displayed the entire time the digital edition is open.

### 5 Sponsorship\* | \$975

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

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For the latest online specs, please visit [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

# TAGITM MEMBERSHIP DIRECTORY

## INDEX OF ADVERTISERS CATEGORIES

Our publication features 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"/> Accessibility                             | <input type="checkbox"/> Governance                      |
| <input type="checkbox"/> Agile Software Delivery                   | <input type="checkbox"/> Hardware                        |
| <input type="checkbox"/> Authentication and Identity Management    | <input type="checkbox"/> Health Information Technology   |
| <input type="checkbox"/> Awards                                    | <input type="checkbox"/> Information Sharing             |
| <input type="checkbox"/> Best Practices                            | <input type="checkbox"/> Innocation and Transformation   |
| <input type="checkbox"/> Broadband                                 | <input type="checkbox"/> Integrated Justice              |
| <input type="checkbox"/> Budget Finance & Funding                  | <input type="checkbox"/> Interoperability                |
| <input type="checkbox"/> Business Case Development                 | <input type="checkbox"/> IT Consulting                   |
| <input type="checkbox"/> Cloud Services                            | <input type="checkbox"/> IT Staffing                     |
| <input type="checkbox"/> Consolidation/Optimization                | <input type="checkbox"/> Leadership                      |
| <input type="checkbox"/> Customer Service                          | <input type="checkbox"/> Legacy Moderinzation            |
| <input type="checkbox"/> Cross-Jurisdictional Collaberation        | <input type="checkbox"/> Machine Learning                |
| <input type="checkbox"/> Cybersecurity                             | <input type="checkbox"/> Mobile Technology               |
| <input type="checkbox"/> Commodization                             | <input type="checkbox"/> Privacy                         |
| <input type="checkbox"/> Cyber Security                            | <input type="checkbox"/> Procurment                      |
| <input type="checkbox"/> Data Analytics                            | <input type="checkbox"/> Project Management              |
| <input type="checkbox"/> Data Management                           | <input type="checkbox"/> Public Policy                   |
| <input type="checkbox"/> Data Protection                           | <input type="checkbox"/> SaaS                            |
| <input type="checkbox"/> Data Security                             | <input type="checkbox"/> Servers                         |
| <input type="checkbox"/> Digital Government                        | <input type="checkbox"/> Shared Services                 |
| <input type="checkbox"/> Disaster Recovery and Business Continuity | <input type="checkbox"/> Smart Building Technology       |
| <input type="checkbox"/> E-Records and Records Management          | <input type="checkbox"/> Social Media                    |
| <input type="checkbox"/> Emerging Technologies and IoT             | <input type="checkbox"/> Software                        |
| <input type="checkbox"/> Enterprise Architecture                   | <input type="checkbox"/> Software Integration            |
| <input type="checkbox"/> Enterprise Infrastructure                 | <input type="checkbox"/> Strategic Planning              |
| <input type="checkbox"/> Geographic Information Systems            | <input type="checkbox"/> Technology Workforce            |
|  | <input type="checkbox"/> Telecommunications and Wireless |

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

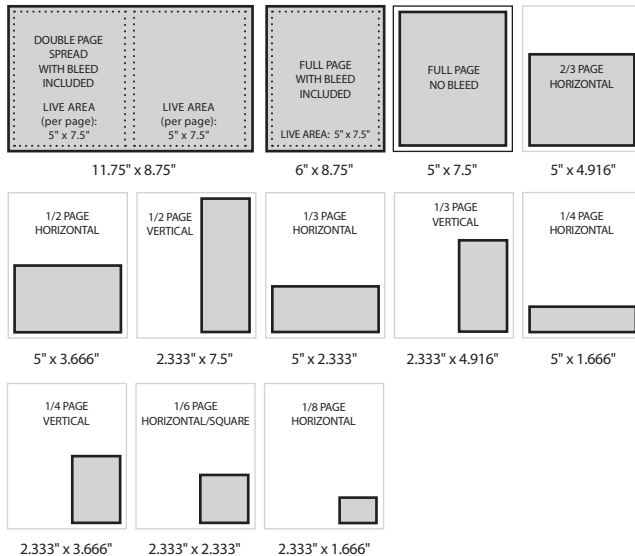
\_\_\_\_\_ Additional Categories X \$20 = \$ \_\_\_\_\_

Initial: \_\_\_\_\_ Date: \_\_\_\_\_

# PRINT ADVERTISING SPECIFICATIONS

## TAGITM MEMBERSHIP DIRECTORY

Roster Trim Size: 5.75" x 8.5"



**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.

### Specs for Outsert/Inserts

1 Pg / 2 Surface 5.75" x 8.5"  
3 Pg / 6 Surface 5.75" x 8.5"  
Postcards 6" x 4.25"  
Heavy Card Stock Insert 5.25" x 8.25"  
Postal flyersheets 5.75" x 8.5"

### Artwork Requirements

All digital color and greyscale 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 greyscale 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/adupload](http://www.naylor.com/adupload)

### 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.

### Digital Edition

For the latest online specs, please visit [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

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.

# TAGITM MONTHLY ENEWSLETTER

Now more than ever, professionals consume information on the go. Our TAGITM Monthly 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 more than 2,500 decision-makers on a regular basis
- In addition to TAGITM 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 TAGITM 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
- Limited available ad space makes each position exclusive



### 1 1st Sponsored Content (180 x 150)

12 Months | \$4,750

- Only one spot available – NO ROTATION
- Located between popular sections of the eNewsletter

### 2 1st Row of Rectangle Ads (300 x250)

12 Months | \$4,250

- Only two spots available – NO ROTATION
- Placed next to content and visible the entire time the eNewsletter is being viewed

### 3 2nd Sponsored Content (180 x150)

12 Months | \$3,750

- Only ones spot available – NO ROTATION
- Placed next to content and visible the entire time the eNewsletter is being viewed

### 4 2nd Row of Rectangle Ads (300 x250)

12 Months | \$3,250

- Only two spots available – NO ROTATION
- Placed next to content and visible the entire time the eNewsletter is being viewed

## Distributed at the end of every month!

### Sections include

- President's Message
- Upcoming Events
- TAGITM Updates
- TAGITM Features
- In The News

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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. Disclaimer: Please note that the mockup shows overall newsletter layout, but exact ad location on the newsletter will vary based on the amount of editorial content supplied each issue.