
Missouri Association of Counties
516 East Capitol Avenue, P.O. Box 234, Jefferson City, MO 65102-0234
TEL: (573) 634-2120 FAX: (573) 634-3549
E-MAIL: cbright@mocounties.com
Visit us on the Internet @ www.mocounties.com

TO: Current & Prospective Advertisers

FROM: Carah Bright, Communications

SUBJECT: *the Missouri County Record*

The *Missouri County Record* is a magazine published quarterly by the Missouri Association of Counties, a statewide lobbying group headquartered in Jefferson City, MO. The publication generally runs 32 pages in length, and it is distributed to over 2,400 subscribers (including county elected officials who purchase supplies, equipment and services for 114 Missouri county governments; all state administrative, commission and department directors; members of the state General Assembly; as well as national affiliate associations.

Legislative updates on major proposals before the Missouri Legislature and the U.S. Congress are standard features, along with coverage of intergovernmental issues that arise between counties and the state's administrative and judicial branches of government.

The association also publishes articles on financial management and investment opportunities, construction options for road and bridge replacement/repair, procedures to enhance law enforcement and juvenile detention operations, employee-related insurance matters (liability, workers' comp, health and deferred comp), solid and hazardous waste disposal, energy conservation, real and personal property tax assessment and collection, electioneering, health care, telecommunications, emergency preparedness, and local government computer technology hardware and software applications.

2017 Mechanical Specifications & Advertising Rates

Rates shown are subject to discounts:
10% for 4-time annual placement
and 10% for associate membership.

Ad Size	Width (inches) X Depth (inches)	Rate Per Issue
1 page	7 1/4" X 10" or 8 1/2 x 11"	\$415
2/3 page	4 3/4" X 10"	\$315
1/2 page (vertical)	3 1/2" X 10"	\$265
1/2 page (island)	4 3/4" X 7 1/2"	\$265
1/2 page (horizontal)	7 1/4" X 4 3/4"	\$265
1/4 page (vertical)	4 3/4" X 3 3/4"	\$150
1/4 page (horizontal)	7 1/4" X 2 1/2"	\$150
Business Card Directory	3 1/2" X 2"	\$100

Advertisers agree to indemnify the publisher against any claim or expense resulting from the unauthorized use of any name, photograph, sketch or words, protected by copyright or registered trademarks, labels, etc., in connection with their advertising. The publisher reserves the right to place the word "advertisement" with advertising copy which, in the publisher's opinion, resembles editorial material.

Column dimensions: All ads are based on a 3-column page.
Each column is 2 3/8" wide.

Advertising Material: Prefer high-resolution (300 DPI) PDF, EPS, TIFF or JPEG file for
via e-mail. For color ads, use CMYK.

Color: Add \$20 to prices listed above (NO discounts are included).
Outside back cover is \$445.

Additional Specifications:

Trim Size: 8 1/2 X 11
Printing Method: Offset
Full-page bleed size: 8 5/8 X 11 1/8
Halftone: 150 line screen or finer
Binding: Saddle stitched
Stock: 70 lb. white gloss book

the Missouri County Record

Missouri Association of Counties
 516 East Capitol Avenue
 P.O. Box 234
 Jefferson City, MO 65102-0234
 TEL: (573) 634-2120
 FAX: (573) 634-3549
 E-MAIL:
cbright@mocounties.com

Advertising Purchase Form

COMPANY NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____

CONTACT PERSON _____ TITLE _____

PHONE _____ FAX _____ E-MAIL _____

DATE _____

COMMENTS/INSTRUCTIONS _____

If billing person is different than the contact person, please list below.

Please refer to the 2017 advertising rate schedule and check the size of ad desired.
 Also specify 1-time placement or choose the association's 10% discounted 4-time.
 Associate membership nets an additional 10% discount off the base price.

SIZE OF AD	WIDTH/DEPTH	FREQUENCY (number of insertion times)	FOR OFFICE USE ONLY	
___ 1 page	7 1/4" X 10"	_____	_____	SPRING 2017
___ 2/3 page	4 3/4" X 10"	_____	_____	SUMMER 2017
___ 1/2 page (vertical)	3 1/2" X 10"	_____	_____	FALL 2017
___ 1/2 page (island)	4 3/4" X 7 1/2"	_____	_____	WINTER 2017
___ 1/2 page (horizontal)	7 1/4" X 4 3/4"	_____	BASE PRICE	_____
___ 1/4 page (vertical)	4 3/4" X 3 3/4"	_____	LESS 10%	
___ 1/4 page (horizontal)	7 1/4" X 2 1/2"	_____	4X PLACEMENT	_____
___ Business Card	3 1/2" X 2"	_____	LESS 10%	
			ASSOCIATE MEMBER	_____
			NET AMOUNT TO BE BILLED PER INSERTION	
			=	_____