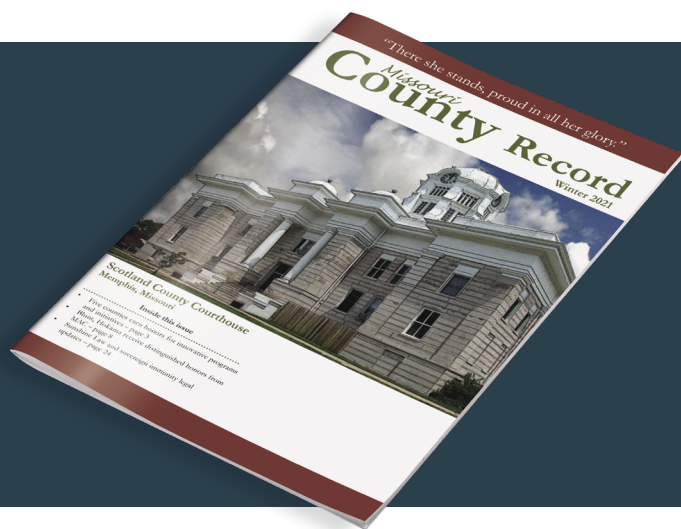




2023 MEDIA KIT

# Missouri County Record

The Official Publication of the Missouri Association of Counties



## WHO ARE WE?

Missouri Association of Counties' association membership has over **1,400 elected officials** who represent all of Missouri's **114 counties**. Included in those numbers receiving *Missouri County Record* are **commissioners, county clerks, collectors, treasurers, sheriffs, public administrators and more**. *Missouri County Record* is a critical component of MAC's communications program. When our readers are ready to buy or recommend products and services, make sure they think of you first.

## WHY MAC?

- ➔ MAC has been **advocating for county governments since 1972**
- ➔ Missouri counties each spend **millions of dollars each year** to provide services, such as road and bridge maintenance, law enforcement, public property development and more.
- ➔ **97% of Missouri's 114 counties** are **MAC members**.

## NET ADVERTISING RATES

Print Edition Advertising	1x	3x
Premium Position*	\$1,775	\$1,615
Full Page	\$1,600	\$1,455
1/2 Page	\$975	\$890
1/4 Page	\$585	\$530
1/8 Page	\$385	\$345
Digital Edition Advertising	1x	3x
Tile + Interstitial Digital Package	\$1,810	N/A
Tile + Landing Page Digital Package	\$1,810	N/A
Tile + Interstitial Print Package**	\$1,525	N/A
Tile + Landing Page Print Package**	\$1,525	N/A
Tile à la Carte	\$1,005	N/A

➔ [CLICK HERE FOR AD EXAMPLES](#)

**MAC ASSOCIATE MEMBERS RECEIVE 15% DISCOUNT!**

\* Premium positions include: inside front cover, inside back cover, page 3 and back cover.

\*\* Discounted digital + print packaging available with 1/2-page print ads or larger.

**Interested in an outsert or advertorial?** Contact your Innovative rep to discuss options!



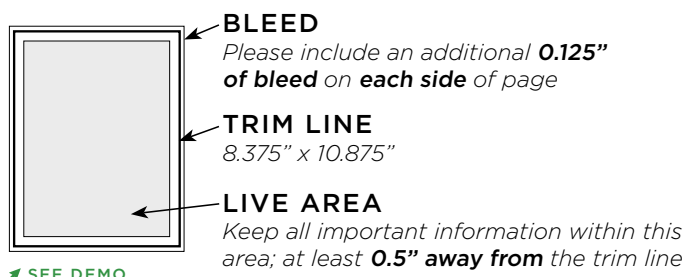
## EDITORIAL CALENDAR

Issue Number	Artwork Due	Delivered to Members
Volume 29 Issue 1	12/27/22	February 2023
Volume 29 Issue 2	5/8/23	July 2023
Volume 29 Issue 3	8/14/23	October 2023

## SPECIFICATIONS [CLICK HERE FOR AD EXAMPLES](#)

Print Ad Size	Dimensions
Full Page*	8.375" x 10.875" + 0.125" bleeds
Back Cover*	8.375" x 8.875" + 0.125" bleeds
1/2 Page Horizontal	7.875" x 4.937"
1/2 Page Vertical	3.875" x 10"
1/4 Page	3.875" x 4.937"
1/8 Horizontal	3.875" x 2.34"
Digital Ad Size	Dimensions
Interstitial Ad <a href="#">SEE EXAMPLE</a>	603 x 783 pixels
Landing Page <a href="#">SEE EXAMPLE</a>	603 x 783 pixels
Digital Tile Ad <a href="#">SEE EXAMPLE</a>	502 x 498 pixels

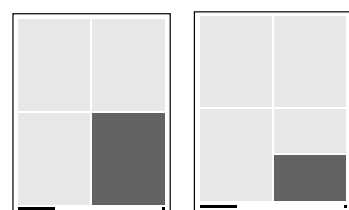
\* Full-page ads are intended to bleed off the page [SEE DEMO](#)



Full Page (with bleed) Back Cover (with bleed)

1/2 Horizontal

1/2 Vertical



1/4 Page

1/8 Horizontal

## ARTWORK FILE SUBMISSION

**File Types:** Adobe InDesign, Illustrator, Photoshop or PDF. Please embed or include all fonts and graphics.

**Send to:** [graphics@innovativepublishing.com](mailto:graphics@innovativepublishing.com) or [CLICK HERE](#) for files larger than 5 MB.

## PRINT AD FILE REQUIREMENTS

**Minimum Resolution:**  
300 DPI (dots per inch)

**Color:** CMYK process

**Bleeds:** 0.125 inch on full-page and tab ads [SEE DEMO](#)

**Margin:** 0.5 inch on full-page and tab ads [SEE DEMO](#)

*NOTE: We cannot improve the quality of an image. Graphics pulled from websites are generally too small to print.*

## DIGITAL AD FILE REQUIREMENTS

**Minimum Resolution:**  
72 DPI (dots per inch)

**Color:** RGB

**Video:** MP4, F4V or FLV video format, 300 kb/s – 700 kb/s bitrate, 100MB maximum file size, duration of 1 second or more. [CLICK HERE](#) to see an example of an interstitial ad with video.

## AD DESIGN SERVICES

Our graphic designers can help you design your ad! Simply provide our team with all ad content, and we will design it for you. **All artwork creation or changes require a \$75 surcharge.**

## PAYMENT TERMS

- Make checks payable to Innovative Publishing.
- American Express, Mastercard or Visa accepted.
- Contact your sales rep to pay your invoice online.