



# 2016 AIC Marketing Packages

AIC's marketing packages provide an easy and effective way to market your organization!

These advertising packages are for organizations really looking to make an impact on AIC membership all year. By purchasing an AIC Marketing Package, your company will receive a special discounted package price. This is a great way to show your support of county government!

Utilizing five different publications and AIC electronic media, the AIC has put together four very different packages. Choose one that best fits your company's needs or create your own, utilizing the various options listed below:

## Advertising

- *Indiana News 92* is the official bi-monthly magazine of the Association of Indiana Counties (AIC). The advertising rates listed below are for placement in all six issues for 2015. Single issue rates are not available. [View specs.](#) [View PDF of publication.](#)
- *The Directory of County Officials* provides a listing of county elected and appointed officials and includes their contact information. It is arranged by county and published every other year. [View specs.](#) [View PDF of publication.](#)
- *The County Factbook*, published annually since 1985, contains comprehensive information about each of Indiana's 92 counties concerning annual wages and fringe benefits of county employees, county department staffing and appropriations, local option taxes, county tax rates and levies, and county highway information. [View specs.](#) [View PDF of publication.](#)
- *The Annual Conference Program* is published annually as a glossy program containing about 50 pages of content designed to guide over 700 conference attendees throughout AIC's four day event. [View specs.](#) [View PDF of publication.](#)
- *The Directory of County Resources* provides an overview by professional service categories, of AIC's County Associate members. [View specs.](#) [View PDF of publication.](#)
- *AIC website*, [www.IndianaCounties.org](http://www.IndianaCounties.org), serves the information needs of about 2,500 AIC members. During the first 10 months of 2014, the website has received nearly one million hits and nearly 45,000 visitors. The site averages more than 4,000 unique visitors per month who view an average of 50,462 pages per month.. [View specs.](#) [View sample eNewsletter.](#) [View website.](#)

## Package A

### Advertising

News 92 (Full Page)	\$3,010
Directory of County Officials (Full Page)	\$1,400
Annual Factbook (Full Page)	\$1,070
County Resources Directory (Full Page)	\$1,070
Annual Conference Program (Full Page)	\$1,010
AIC Website (three month homepage)	\$1,500
AIC eNewsletter (12 months or 32 issues)	\$870

<b>Package A Actual Cost</b>	<b>\$9,930</b>
<b>Your Package A Price</b>	<b>\$9,632</b>
<b>Your Actual Savings</b>	<b>\$298</b>

## Package B

### Advertising

News 92 (1/3 Page)	\$2,130
Directory of County Officials (Half Page)	\$975
Annual Factbook (Full Page)	\$1,070
County Resources Directory (Half Page)	\$630
Annual Conference Program (Full Page)	\$1,010
AIC Website (three month-section page during off peak months)	\$620

<b>Actual Package B Cost</b>	<b>\$6,435</b>
<b>Your Package B Price</b>	<b>\$6,242</b>
<b>Actual Savings</b>	<b>\$193</b>

## **Package C**

### **Advertising**

News 92 (1/6 Page)	\$1,400
Directory of County Officials (Half Page)	\$975
Annual Factbook (Half Page)	\$570
Annual Conference Program (Half Page)	\$700
AIC Website (six months - section page during off peak months)	\$1,240

**Actual Package C Cost**

**\$4,885**

**Your Package C Price**

**\$4,738**

**Actual Savings**

**\$147**

---

## **Package D**

### **Advertising**

News 92 (1/6 Page)	\$1,400
Directory of County Officials (Half Page)	\$975
Annual Factbook (Half Page)	\$570
Annual Conference Program (Half Page)	\$700
AIC eNewsletter (8 months - May-December)	\$340

**Actual Package D Cost**

**\$3,985**

**Your Package D Package Price**

**\$3,865**

**Actual Savings**

**\$120**

---

## **Create Your Own Package**

Must exceed a total value of \$3,675 in order to receive standard package discount of three percent. Invoiced amount will reflect the package discount. The marketing package discount cannot be used in conjunction with other negotiated discounts. Advertising packages purchased/secured after Friday, January 22, 2016 will not be eligible for discounted rate.

Please review each advertising contract posted on [www.IndianaCounties.org](http://www.IndianaCounties.org) for information on sizing and rate options for each publication.

## **Create Your Own Package cont...**

### **Advertising**

News 92*	Size _____	Cost _____
Directory of County Officials*	Size _____	Cost _____
Annual Factbook*	Size _____	Cost _____
County Resources Directory*	Size _____	Cost _____
Annual Conference Program*	Size _____	Cost _____
AIC Website*	Page(s)/Month(s) _____	Cost _____
AIC eNewsletter*	Month(s) _____	

\*Must correspond to placements and/or ad sizes listed in the appropriate contract.

---

**Package Selected\*\* (List A, B, C, D or Create Your Own)**

Continued on next page...

Packages must be purchased by Friday, January 22, 2016.

## 2016 AIC Marketing Package Contract

**\*\*Must have individual contract completed for all publications included in package selection.**  
*Individual contracts include deadlines, size and printing specifications.*

Date \_\_\_\_\_

Company \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Name & email of designer who will be sending advertising art if different from above. \_\_\_\_\_

Check Enclosed

Invoice Company

Signature: \_\_\_\_\_

Total Amount of Package \$ \_\_\_\_\_

Package Name \_\_\_\_\_

**Mail to Association of Indiana Counties, Inc. (AIC):**

Attention: Alicia Ramer  
101 West Ohio Street, Suite 1575  
Indianapolis, Indiana 46204  
(317) 829-3659 / Fax: (317) 684-3713  
E-mail: [aramer@indianacounties.org](mailto:aramer@indianacounties.org)

**Thank you for your support of the  
Association of Indiana Counties (AIC)!**