



2018 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 issue, however we have reduced the 2018 price due to the first issue already to print. Single issue rates are not available. You can view the contract and a PDF of the publication on our website.
- **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. You can view the contract on our website.
- **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. You can view the contract and a PDF of the publication on our website.
- **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. You can view the contract and a PDF of the publication on our website.
- **The Online Buyers Guide** replaces the **Directory of County Resources**. With an *Enhanced* Listing you will benefit by being at the top of the listings immediately following the endorsed program listings. You will also have the opportunity to post a 30 second video that can be changed quarterly.

Package A

Advertising	Annual	2018
News 92 (Full Page)	\$3,010	\$2,500
Directory of County Officials (Full Page)	\$1,400	\$1,400
Annual Factbook (Full Page)	\$1,070	\$1,070
Annual Conference Program (Full Page)	\$1,010	\$1,010
Online Buyers Guide Enhance Listing	\$1,000	\$ 825
AIC eNewsletter (12 months or 32 issues)	\$ 870	\$ 725
Package A Actual Cost	\$8,360	\$7,530
Your Package A Price	\$8,000	\$7,225
Your Actual Savings	\$ 360	\$ 305

Package B

Advertising	Annual	2018
News 92 (1/3 Page)	\$2,130	\$1,775
Directory of County Officials (Half Page)	\$ 975	\$ 975
Annual Factbook (Full Page)	\$1,070	\$1,070
Online Buyers Guide Enhance Listing	\$1,000	\$ 825
Annual Conference Program (Full Page)	\$1,010	\$1,010
Actual Package B Cost	\$6,185	\$5,655
Your Package B Price	\$5,950	\$5,425
Actual Savings	\$ 235	\$ 230

Package C

Advertising	News 92 (1/6 Page)	\$1,400	\$1,165
	Directory of County Officials (Half Page)	\$ 975	\$ 975
	Annual Factbook (Half Page)	\$ 570	\$ 570
	Annual Conference Program (Half Page)	\$ 700	\$ 700
	Online Buyers Guide Enhance Listing (6 months July-Dec)	\$ 500	\$ 500
Actual Package C Cost		\$4,145	\$3,910
Your Package C Price		\$3,975	\$3,755
Actual Savings		\$ 170	\$ 155

Package D

Advertising	News 92 (1/6 Page)	\$1,400	\$1,165
	Directory of County Officials (Half Page)	\$ 975	\$ 975
	Annual Factbook (Half Page)	\$ 570	\$ 570
	Annual Conference Program (Half Page)	\$ 700	\$ 700
	AIC eNewsletter (8 months - May-December)	\$ 340	\$ 340
Actual Package D Cost		\$3,985	\$3,750
Your Package D Package Price		\$3,825	\$3,600
Actual Savings		\$ 160	\$ 150

Create Your Own Package

Must exceed a total value of \$3,500 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 February 28, 2018 will not be eligible for discounted rate.

Please review each advertising contract posted on 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 _____
	Enhanced Listing Online Buyers Guide	Size _____	Cost _____
	Annual Conference Program*	Size _____	Cost _____
	AIC eNewsletter*	Month(s) _____	Cost _____

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

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

Packages must be purchased by February 28, 2018.

2018 AIC Marketing Package Contract

****Must have individual contract completed for all publications included in package selection. Individual contracts include deadlines, size and printing specifications. [Click here to view or download.](#)**

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:Jacque Clements
101 West Ohio Street, Suite 1575
Indianapolis, Indiana 46204
(317) 829-3655 / Fax: (317) 684-3713
E-mail:jclements@indianacounties.org