



# 2020 County Factbook Advertising Policy/Contract

## What is the County Factbook?

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. The data contained in the Factbook is compiled from detailed surveys completed by Indiana's 92 County Auditors. One County Factbook is provided complimentary to all 92 county auditors, presidents of county commissioners and presidents of county council.

### Advertising Rates

#### Ad Type

Outside Back (Full Page)  
Inside Front (Full Page)  
Inside Back (Full Page)  
Full Page  
Half Page

#### Dimensions

7 1/2" tall x 10" wide  
7 1/2" tall x 10" wide  
7 1/2" tall x 10" wide  
7 1/2" tall x 10" wide  
7 1/2" tall x 5" wide

#### Single Insertion

\$1,225  
\$1,225  
\$1,165  
\$1,110  
\$ 570

### Deadline to Receive Contract and Advertisement: Monday, May 18, 2020

**SPECIFICATIONS FOR DIGITAL FILE:** AIC accepts ads created only in Indesign, QuarkXpress, Illustrator, & Freehand. Please be sure original version is created with a 300-dpi resolution; Save a second version as a 300 dpi PDF for AIC. Additional fees will be applied if ad is submitted in unacceptable formats, program type and/or if re-sizing or altering of ad is necessary. The additional fee would include the hourly rate charged to the AIC by its printing partner. If you are unable to meet the above criteria, the AIC's design services vendor can provide ad design for a nominal fee. Contact Jacque Clements at (317) 829-3655 or at [jclements@indianacounties.org](mailto:jclements@indianacounties.org) for more information. **PAYMENT TERMS:** All accounts will be invoiced upon receipt of this contract. Payment is due within 30 days. All accounts are considered "past due" over 30 days of invoice date. The advertiser will be held jointly and severally liable for past due accounts. In the event of nonpayment, Association of Indiana Counties, Inc. is entitled to any court costs, attorney's fees, or other costs which may result from said nonpayment. **AGREEMENT:** Please note that advertising space is limited and available on a first come, first served basis. Advertising rates are subject to change without notice. The publisher reserves the right to reject or cancel any advertising that does not follow publication standards. Advertisers and their advertising agencies will assume liability for all contents, including text, representation and illustrations of advertising printed, and will assume responsibility for any claims arising therefrom against the publisher. The publisher reserves the right to place the word "advertisement" with any ad which, in the publisher's opinion, resembles editorial matter. All advertising insertion orders and contracts are subject to the approval of the publisher. Omission of insertion or error in insertion shall not constitute a breach of this contract; however, omission or substantial error shall entitle advertiser/agency to a pro-rated discount. A waiver by either party hereto of any default or breach by the other party shall not be considered as a waiver of any subsequent default or breach of the same or any other provision hereof. **CANCELLATIONS:** Must be received in writing by the publisher on or before deadline. No cancellations will be accepted after closing date. Publisher reserves the right to change unused space or repeat the previous year's advertisement if accept-able material is not received by due date.

Return Contract by emailing, mailing or faxing materials using the contact information below:

Association of Indiana Counties, 101 West Ohio Street, Suite 1575, Indianapolis, Indiana  
46204 Phone: (317) 829-3655 [www.indianacounties.org](http://www.indianacounties.org) [jclements@indianacounties.org](mailto:jclements@indianacounties.org)

### Payment Information

Date \_\_\_\_\_

INVOICE

PAYMENT ENCLOSED

Company \_\_\_\_\_

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

Address \_\_\_\_\_

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

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

Amount of Payment: \_\_\_\_\_ Ad Type Chosen: \_\_\_\_\_ Tab Chosen: \_\_\_\_\_

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

#### For Office Use Only

Date Payment Received \_\_\_\_\_ Ad Received Y N Date Ad Received \_\_\_\_\_