



2021 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

<u>Ad Type</u>	<u>Dimensions</u>	<u>Single Insertion</u>
Outside Back (Full Page)	7 1/2" tall x 10" wide	\$1,225
Inside Back (Full Page)	7 1/2" tall x 10" wide	\$1,225
Inside Front (Full Page)	7 1/2" tall x 10" wide	\$1,165
Full Page	7 1/2" tall x 10" wide	\$1,110
Half Page	7 1/2" tall x 5" wide	\$ 590

Deadline to Receive Contract and Advertisement: Monday, May 10, 2021

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 Pam at (317) 829-3659** or at pcoleman@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 acceptable material is not received by due date.

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

Association of Indiana Counties, 101 West Ohio Street, Suite 1575, Indianapolis, Indiana 46204
Phone: (317) 829-3659 www.indianacounties.org pcoleman@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 _____