

JOCO MAGAZINE 2019 MEDIA KIT



NEW Advertising Rates & NEW Advertising Opportunities!

About...

- Published four times a year, the magazine is a **Johnson County Government publication**
- **Highlights county services and amenities** that contribute to an exceptional quality of life
- Content includes **in-depth features, community profiles** and important public services information deemed of interest to all county residents
- **Mailed to approximately 260,000 residences and businesses** in Johnson County, with a **total outreach of more than 600,000**, cross promoted on Facebook, Twitter, and www.jocogov.org/jocomag
- Recognized with awards by numerous communication organizations

Reader & Advertiser Kudos

Since advertising in JOCO Magazine we've experienced a noticeable increase in customer sales calls. We believe this exciting trend, resulting in an increase in revenue, is influenced by the fact that the publication is mailed to all residences in Johnson County, as well as all businesses.

I received my magazine yesterday and enjoyed reading it from cover to cover. The articles are interesting and the layout is appealing. The article about the juvenile cooking program inspired me to seek volunteer opportunities. I'm looking forward to future publications!

The magazine is fantastic, informative and interesting.




Why Print Advertising in JoCo Magazine?

- Great **exposure to an affluent audience**, with a median household income of \$80,553
- **The only magazine in Johnson County** mailed to every household and business
- **Promotes brand awareness** in Johnson County
- Seventy three percent of respondents rated the magazine as the **3rd highest method of communication** (*Communications Survey – 2018*)
- Of those surveyed **81 percent depend on the publication to stay informed about the county** (*Communications Survey – 2018*)
- Of those surveyed **84 percent recall receiving JoCo Magazine** (*Communications Survey – 2018*)
- Countywide **91 percent of residents read the magazine** (*Communications Survey – 2018*)

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Full color ad rates per issue are effective through 2019

Featuring four quarterly issues

Ad	1x	2x	3x	4x
1/8 Page 	1,395	1,325	1,260	1,180
1/4 Page	2,200	1,980	1,780	1,280
1/3 Page 	2,450	2,325	2,210	2,100
1/2 Page	2,700	2,430	2,190	1,690
Full Page	4,000	3,600	3,240	2,740
Page 3	6,500	6,175	5,865	5,575
Back Cover <i>Premium Ad Placement</i>	7,500	7,125	6,770	6,430
Inside Back (full Page) <i>Premium Ad Placement</i>	6,350	6,035	5,735	5,450
Inside Back (1/2 Page)  <i>Premium Ad Placement</i>	2,995	2,845	2,705	2,570

Premium Ad Placement (ad will always be placed on the specified page) is based on availability. Rates are subject to change without notice. Advertising must comply with Johnson County Government advertising policy and guidelines to ensure ad publication. To best ensure ad placement, you must submit your advertisement according to requirements and the deadline. Editor retains the right to refuse if magazine ad content is full at time of submission.

Ad Size	Ad Shape	Width	Height	Bleed
1/8 Page	Horizontal	3.875"	2.50"	No
1/4 Page	Horizontal	8.00"	2.50"	No
	Horizontal	6.00"	3.625"	No
	Vertical	3.875"	5.00"	No
1/3 Page	Horizontal	8.00"	6.00"	No
1/2 Page	Horizontal	8.00"	5.00"	No
Inside Back (1/2)	Vertical	6.00"	7.50"	No
	Vertical	3.875"	10.125"	No
Full Page	Full Page	8.00"	10.125"	No
Page 3	Full Page	8.00"	10.125"	No
Back Cover	Full Page	8.00"	10.125"	Yes

2019 Advertising Deadlines

Month	Reservation Deadline	Ad Artwork Due	Magazine Mailed
January 2019 <i>Winter</i>	December 4, 2018	December 11, 2018	January 3, 2019
April 2019 <i>Spring</i>	March 5, 2019	March 12, 2019	April 24, 2019
July 2019 <i>Summer</i>	June 4, 2019	June 11, 2019	July 17, 2019
October 2019 <i>Fall</i>	September 4, 2019	September 13, 2019	October 19, 2019

Deadlines are the month preceding the month of the magazine publication

Reserve advertising space today!

Ad material must be a camera ready PDF format (300 dpi or higher) and submitted by email via to cherell.bilquist@jocogov.org.

To advertise contact:

Che'rell Bilquist • 913-715-8920 • cherell.Bilquist@jocogov.org



Visit us online! Go to jocogov.org/jocomag