Leaders in the states are hungry for insights from experts. They need to hear about innovations from other states and the private sector.

*Capitol Ideas* magazine shares the best of the best ideas. It takes state government to the next level. It serves as a cutting-edge forum for innovation. *Capitol Ideas* brings the community of state government officials together and ensures the states continue to be recognized as the laboratories of democracy.

It has never been a more exciting time—or a more challenging time—to be a state leader. These leaders hold the power of their state’s future. Today’s state government leaders are pulled in many directions. They don’t have time to weed through hundreds of policy documents. They aren’t interested in another boring white paper. They look to *Capitol Ideas* for the best insights and innovations. *Capitol Ideas* provides state leaders with a fresh perspective and the latest information affecting the states.

Reaching the audience of state government officials has never been more important.

Leaders in the states are hungry for insights from experts. They need to hear about innovations from other states and the private sector. *Capitol Ideas* magazine shares the best of the best ideas. It takes state government to the next level. It serves as a cutting-edge forum for innovation. *Capitol Ideas* brings the community of state government officials together and ensures the states continue to be recognized as the laboratories of democracy.
The Best Bang for Your Buck Offering Competitive Rates Reaching a Powerful Audience

Advertising Rates (Full Color Only)

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<th>Full Page</th>
<th>1/2 Page</th>
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<tr>
<td>1x</td>
<td>$3,550</td>
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Outside Back Cover 1x $5,000 | 6x = $4,700
Inside Front Cover 1x $4,700 | 6x = $4,500
Inside Back Cover 1x $4,500 | 6x = $4,200

Rates are gross.

CSG Associates receive a 20% discount with membership.

CSG conference partners at the platinum ($40k+) and gold ($25k+) level receive a complimentary half-page ad.

General Requirements

- Trim size: 9 x 10.875 in.
- Binding method: Saddle-stitched
- Colors available: Four-color process
- Bleed: 1/4 in.
- Spread: 18.5 x 11.375 in.
- 1 page: 9.5 x 11.375 in.
- 1/2 page (horizontal): 9.5 x 5.6875 in.
- Keep live matter 1/2 inch away from any bleed plate.
- Supply separate proof ruled to final trim size to position on page.
- Copy approval of insert content is required prior to acceptance.
- Special specifications for inserts required.

Material Specifications

- Digital files are preferred.
- Color: Four-color process
- Recommended screen: 133
- Density of tone: Maximum 300%
  (60% Yellow, 60% Magenta, 70% Cyan, 90% Black)
- Proofing: Digital
- Paper: Cover/Back, 100 lb. Somerset Gloss
Audience of Decision-Makers is Your Opportunity to Assist States in Governance

*Capitol Ideas* is the only news magazine serving officials from all three branches of state government.

Its advantageous bimonthly reach of 20,000 state leaders offers unparalleled access to the community of state government. *Capitol Ideas* moves beyond the paralyzing boundaries of partisanship and focuses on the business of state government. With colorful graphics, lively articles, expert commentary and fact-based reporting, *Capitol Ideas* magazine delivers access to decision-makers in all states.

**Advertising in Capitol Ideas brings attention to priority issues and trends.**

It gets policy matters important to your business in front of decision-makers. It assists states in meeting the high demands of governance. Advertising in *Capitol Ideas* puts your message in front of those with the power to change the states’ future.

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**The Capitol Ideas Community**

- **40%** State Legislators
- **32%** Legislative Staff
- **11%** Public & University Libraries
- **6%** Executive Branch
- **4%** Private Sector / Nonprofit Associations
- **3%** Congressional Members
- **3%** Other
- **1%** State Supreme Court Justices
Nonpartisan, Regional Focus Gives Unparalleled Access to State Government Community

**Magazine of Choice**

“*Capitol Ideas* keeps me in the *loop* about what my colleagues around the *country* are doing in every branch of government, and it gives us new ideas, fresh information, and *inspiration* about our shared mission of public service.”

—Maine Secretary of State **Matt Dunlap**, Toll Fellows Class of 2009

“*Capitol Ideas* is a *great resource* for any public official seeking a greater depth of *knowledge* on the issues challenging our state governments. I find it useful in *learning* lessons from how other states are grappling with many of the same issues we face in Tennessee.”

—Tennessee Secretary of State **Tre Hargett**, Toll Fellows Class of 2010

**High-Profile Contributing Authors**

Recent contributing authors include state leaders representing all three branches of government and the private sector, delivering insights to policymakers across the 50 states, five territories and Washington, D.C.

- Tennessee Speaker of the House **Beth Harwell**
- Former Utah State Treasurer **Richard Ellis**
- Dyan Alexander, former Executive Director, Women in Government
- North Carolina Supreme Court Justice **Cheri Beasley**
- Patrick McCarthy, President & CEO of The Annie E. Casey Foundation
- Nevada Gov. **Brian Sandoval**
- Scott Pattison, Executive Director of the National Governors Association
- Oregon Gov. **Kate Brown**
Targeting the Hottest Issues Facing State Government Today

JANUARY/FEBRUARY 2017

**HOT TOPIC:** CSG Serves the States

Issue Closes .................................................. Sept. 30, 2016
Copy Deadline ............................................. Dec. 2, 2016
Ad Copy Deadline ....................................... Dec. 16, 2016

MARCH/APRIL 2017

**HOT TOPIC:** The Fiscal State

Issue Closes .................................................. Dec. 16, 2016
Copy Deadline ............................................. Jan. 27, 2017
Ad Copy Deadline ....................................... Feb. 3, 2017

MAY/JUNE 2017

**HOT TOPIC:** Infrastructure

Issue Closes .................................................. Feb. 17, 2017
Copy Deadline ............................................. March 24, 2017
Ad Copy Deadline ....................................... March 31, 2017

*Issue Closes: Ad reservations due

JULY/AUGUST 2017

**HOT TOPIC:** Civics

Issue Closes .................................................. April 14, 2017
Copy Deadline ............................................. May 26, 2017
Ad Copy Deadline ....................................... June 2, 2017

SEPTEMBER/OCTOBER 2017

**HOT TOPIC:** Children & Youth

Issue Closes .................................................. June 16, 2017
Copy Deadline ............................................. July 28, 2017
Ad Copy Deadline ....................................... Aug. 4, 2017

NOVEMBER/DECEMBER 2017

**HOT TOPIC:** The Changing Face of America

Issue Closes .................................................. Aug. 18, 2017
Copy Deadline ............................................. Sept. 29, 2017
Ad Copy Deadline ....................................... Oct. 6, 2017