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.
Advertising Rates (Full Color Only)

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<td>1x</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.

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
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.

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 Audience Snapshot

Our robust audience of state leaders represents officials in all three branches of government, reaching policymakers across the 50 states, five territories and Washington, D.C.

» Puerto Rico Gov. Luis Fortuño
» Connecticut House Speaker Bob Godfrey
» Alaska Senate President Gary Stevens
» Nebraska Supreme Court Chief Justice Michael Heavican
» Kansas Senate Majority Leader Jay Emler
» Alabama Secretary of State Beth Chapman
» Utah Lt. Gov. Gregory Bell
» Tennessee Senate Majority Leader Mark Norris
» Pennsylvania Attorney General Linda Kelly
» Arizona Treasurer Doug Ducey
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<td><strong>HOT TOPIC:</strong> Veterans' Issues</td>
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*Issue Closes/Story Ideas/Ad Reservations Deadline*