

CAPITOL IDEAS

INSIGHTS & INNOVATIONS

The Council of State Governments | capitolideas.csg.org

CAPITOL IDEAS **tells the story of leaders in the states.**

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.



CAPITOL IDEAS

July | August 2015

HOT TOPIC: States Serving Veterans

VALUE

The Best Bang for Your Buck Offering Competitive Rates Reaching a Powerful Audience

Advertising Rates (Full Color Only)

	Full Page	1/2 Page
1x	\$3,550	\$2,850
3x	\$3,500	\$2,820
6x	\$3,450	\$2,780

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



CAPITOL IDEAS

March | April 2015

HOT TOPIC: Growing State Economies

OPPORTUNITY

Audience of Decision-Makers is Your Opportunity to Assist States in Governance

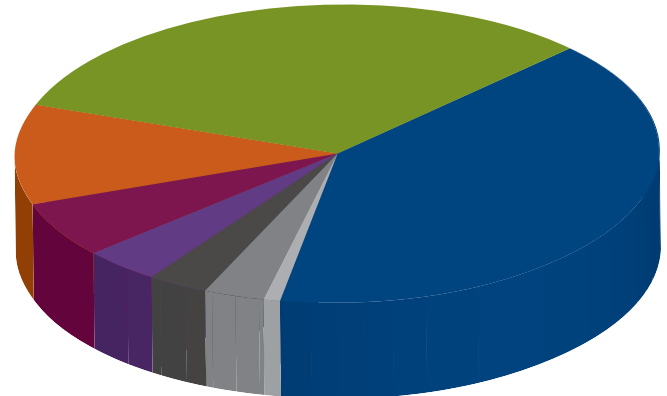
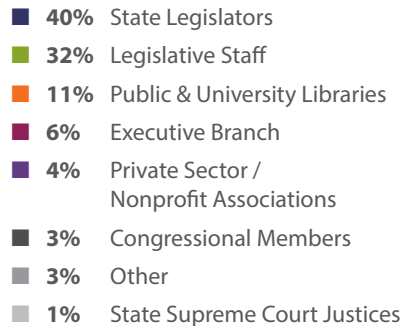
Capitol Ideas is the only news magazine serving officials from all three branches of state government.

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.

The Capitol Ideas Community



ACCESS

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
- » Dyan Alexander, Executive Director, Women in Government
- » Patrick McCarthy, President & CEO of The Annie E. Casey Foundation
- » Scott Pattison, Director of The National Association of State Budget Officers
- » Utah State Treasurer Richard Ellis
- » North Carolina Supreme Court Justice Cheri Beasley
- » Nevada Gov. Brian Sandoval
- » Oregon Gov. Kate Brown

INFORMATION

Targeting the Hottest Issues Facing State Government Today

JANUARY/FEBRUARY 2016

HOT TOPIC: Looking Ahead - 2016

Issue Closes..... Sept. 30, 2015
Copy Deadline.....Oct. 27, 2015
Ad Copy DeadlineNov.10, 2015

MARCH/APRIL 2016

HOT TOPIC: The Federal Agenda

Issue Closes..... Dec. 15, 2016
Copy Deadline.....Jan. 22, 2016
Ad Copy DeadlineJan. 29, 2016

MAY /JUNE 2016

HOT TOPIC: Technology

Issue Closes..... Feb. 12, 2016
Copy Deadline March 25, 2016
Ad Copy Deadline April 8, 2016

*Issue Closes: Story Ideas/Ad Reservations Deadline

JULY/AUGUST 2016

HOT TOPIC: Health Care

Issue Closes..... April 15, 2016
Copy Deadline..... May 27, 2016
Ad Copy DeadlineJune 3, 2016

SEPTEMBER /OCTOBER 2016

HOT TOPIC: Public Safety & Justice

Issue Closes..... June 17, 2016
Copy Deadline.....July 29, 2016
Ad Copy DeadlineAug 5, 2016

NOVEMBER /DECEMBER 2016

HOT TOPIC: Aging

Issue Closes.....Aug. 19, 2016
Copy Deadline.....Sept. 23, 2016
Ad Copy DeadlineOct. 4, 2016

CAPITOL IDEAS
Jan | Feb 2015
HOT TOPIC: A Look Ahead

