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. 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 in the policy areas that matter to them. 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.
Offering Competitive Rates to Reach a Powerful Audience

<table>
<thead>
<tr>
<th></th>
<th>Full Page</th>
<th>Half Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$3,550</td>
<td>$2,850</td>
</tr>
<tr>
<td>3x</td>
<td>$3,500</td>
<td>$2,820</td>
</tr>
<tr>
<td>6x</td>
<td>$3,450</td>
<td>$2,780</td>
</tr>
</tbody>
</table>

Pricing

**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:** 0.125 in.

**Spread:** 18.25 x 11.125 in.

**Full Page:** 9.25 x 11.125 in.

**Half Page:** 9.25 x 5.5625 in.

Keep live matter 0.5 inch away from trim edge.

Supply Press-Quality PDF with trim marks and bleeds.

**Material Specifications**

High resolution digital files are required.

**Color:** Four-color Process

**Recommended Screen:** 133

**Density of Tone:**
Maximum 300%
(60% Yellow, 60% Magenta, 70% Cyan, 90% Black)

**Proofing:** Digital

Approval of ad content is required.
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 more than 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.

Readership

- 55% State Legislators
- 22% Executive Branch Officials & Staff
- 10% Legislative Staff
- 4% Judicial Branch Officials & Staff
- 4% Congressional Members
- 3% Private Sector/Nonprofit Associations
- 1% Public & University Libraries
- 1% Other

Capitol Ideas
The Council of State Governments | Insights and Innovations

Children & Families
A Family Tradition of Public Service

Fertility Rates and the Future of the Workforce
The Cost of Raising Children
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 knowledge on the issues challenging 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 Sources & Authors

Capitol Ideas features high-profile contributing authors and taps state leaders and private sector representatives as sources to provide insight into the most pressing policy issues of today.

- Patrick McCarthy, President & CEO of The Annie E. Casey Foundation
- Wyoming Gov. Matt Mead
- Scott Pattison, Executive Director of the National Governors Association
- Oregon Gov. Kate Brown
- North Carolina Supreme Court Justice Cheri Beasley
- Nevada Gov. Brian Sandoval
- Kentucky Supreme Court Justice John D. Minton
- Paul Volcker, former Chairman of the Federal Reserve
- Tennessee Speaker of the House Beth Harwell
INFORMATION

Targeting the Hottest Issues Facing State Government Today

**JANUARY/FEBRUARY 2018**

HOT TOPIC: CSG Serves the States
Copy Deadline .............. Oct. 2, 2018
Ad Copy Deadline .......... Oct. 13, 2018

**SEPTEMBER/OCTOBER 2018**

HOT TOPIC: Workforce Innovation & Automation
Copy Deadline .............. June 11, 2018
Ad Copy Deadline .......... July 9, 2018

**MARCH/APRIL 2018**

HOT TOPIC: Fiscal Trends & Issues
Copy Deadline .............. Jan. 29, 2018
Ad Copy Deadline .......... Feb. 5, 2018

**NOVEMBER/DECEMBER 2018**

HOT TOPIC: American Democracy
Copy Deadline .............. Aug. 27, 2018
Ad Copy Deadline .......... Sept. 3, 2018

**MAY/JUNE 2018**

HOT TOPIC: Rural/Agriculture Issues
Copy Deadline .............. April 2, 2018
Ad Copy Deadline .......... April 9, 2018

*Issue Closes: Ad reservations due

CAPITOL IDEAS

THE COUNCIL OF STATE GOVERNMENTS | INSIGHTS & INNOVATIONS

SPOTLIGHT: Technology and State Government Performance

TAP INTO TECH TALENT
TO REVOLUTIONIZE STATE GOVERNMENT