

# CSG CAPITOL IDEAS

THE COUNCIL OF STATE GOVERNMENTS | 2023 ADVERTISING

**CSG Capitol Ideas magazine** tells the story of leaders in the states and the important public policy issues that matter right now. 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 and are dealing with issues never experienced before. They don't have time to weed through hundreds of policy documents. They aren't interested in another white paper. They look to CSG 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. CSG 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, both in print and online. CSG Capitol Ideas brings the community of state government officials together and ensures the states continue to be recognized as the laboratories of democracy.



## Why CSG Capitol Ideas?

**Get access to state leaders** making decisions in the states today.

Reach an audience in all **three branches of state government.**

Put your content in front of **members of both parties.**

Have your content distributed to nearly **20,000 readers.**

Appear among **cutting edge trends** in state public policy.

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Offering competitive rates reaching a powerful audience.

## Advertising Rates (full color only)

	Full Page	½ Page	Inside Back Cover
1x	\$2,000	\$1,250	\$3,100
4x	\$6,000	\$3,750	

These rates apply to advertisements and advertorials. Guidelines for both can be found below.

CSG Associates receive a **20% discount** with membership.

### General Magazine Specifications

Trim Size: **9" x 10.875"**  
Colors: **Four-color process**  
Bleed: **¼"**  
Spread: **18.5" x 11.375"**

### Advertisement Specifications

1 page: **9.5" x 11.375"**  
½ page: **9.5" x 5.6875"** (*horizontal only*)  
Colors: **Four-color process**  
Recommended screen: **133**  
Density of tone: **Maximum 300%**  
(60% Yellow, 60% Magenta, 70% Cyan, 90% Black)

### Advertorial Specifications

Max word count of **800 words**.

**CSG will not edit your content**, but it will be published with a note that it is paid content.

**CSG reserves the right to return content** that does not meet the organization's standards.

Content must be submitted in a **Microsoft Word document**.

Proofing is **digital**.

Keep live matter **½" away** from any bleed plate.

Supply **separate proof ruled to final trim size** to position on page.

The 4 issues publishing in 2023 will be **digital only**.

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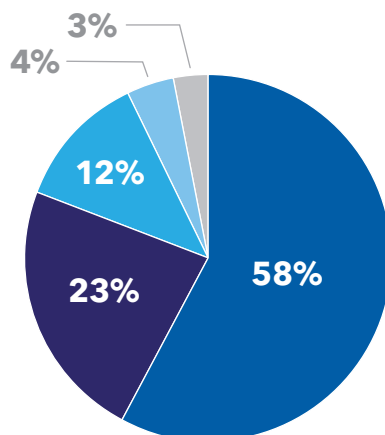
Reach an audience of decision-makers for your opportunity to assist states in governance.

**CSG Capitol Ideas** is the only news magazine serving officials from all three branches of state government. Its advantageous reach of 12,000 state leaders in print and an additional 8,000 leaders digitally five times annually offers unparalleled access to the community of state government. CSG 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, CSG Capitol Ideas delivers access to decision-makers in all states.

Advertising in CSG 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 CSG Capitol Ideas puts your message in front of those with the power to change the states' future.

## The CSG Capitol Ideas Community

- State legislators
- Executive branch officials
- Legislative staff
- Judicial branch officials & staff
- Private sector/nonprofit associations



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## 2023 CSG Capitol Ideas Schedule

Please note, issues 1, 2, 3 and 4 will publish as digital magazines in 2023.

### Issue 2

Issue Publishes Online  
**May 24, 2023**

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Ad Content Deadline  
**April 21, 2023**

### Issue 3

Issue Publishes Online  
**Aug. 23, 2023**

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Ad Content Deadline  
**July 21, 2023**

### Issue 4

Issue Publishes Online  
**Nov. 1, 2023**

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Ad Content Deadline  
**Sept. 15, 2023**



### Contact

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**The Council  
of State  
Governments**