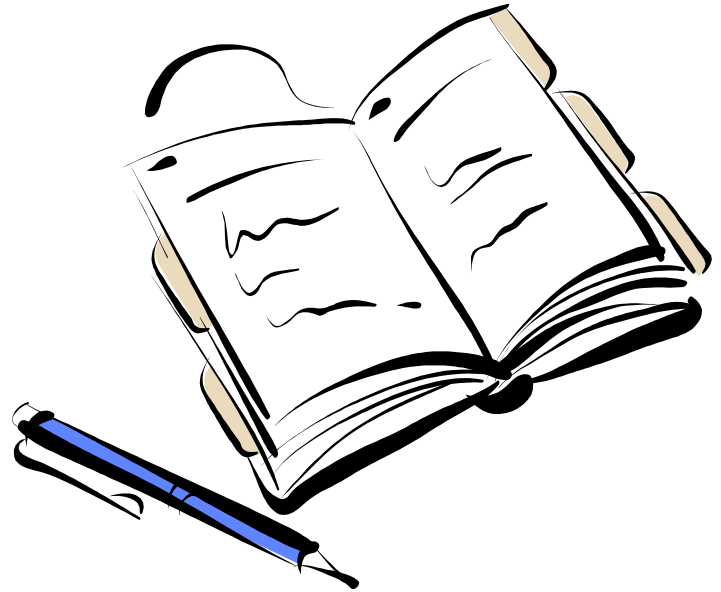




Maryland Association of
COUNTIES

Wouldn't you
like to be in the
one book that's
*sitting on the
desk*
of **EVERY**
County & State
Government
Official?



2011–2012

**Directory of Maryland
County Officials**

(PUBLICATION JULY 2011)

Advertising Opportunities

APPLICATION & PAYMENT DEADLINE APRIL 18, 2011

Why You Should Advertise in the 2011-2012 Directory of Maryland County Officials:

County and State government officials rely on this must-have publication as a reference for email addresses, telephone and fax numbers, as well as mailing addresses for Maryland County, State and Federal elected and appointed government officials.

Each Directory Contains:

- **County listings for Maryland's 23 counties and Baltimore City, including meeting dates, email and website addresses and staff to key officials**
- **County, State and Federal Elected officials' email addresses, telephone and fax numbers and mailing addresses**
- **County Officials - Administrative, Aging, Budget and Finance, Economic Development, Human Resources, Planning, Public Safety, Law, Health, Environmental Health, Education, Public Works, Human Services, Economic Development, Tourism, and so much more!**
- **Municipal Listings**
- **Maryland State Listings for Executive Branch, Departments, Agencies, and Legislative Services**
- **State Legislators' Annapolis and Interim offices contact information**
- **MD Congressional Delegation contact information for Washington, D.C. and district offices**



SAVE the DATE

2011 Summer Conference
August 17-20, 2011
Roland Powell Convention Center
Ocean City, Maryland

2011-2012 DIRECTORY OF COUNTY OFFICIALS

Advertising Contract

Fax contract with payment to: (410) 268-1775 or mail to: MACo, 169 Conduit Street, Annapolis, MD 21401

Please print legibly:

Company _____ Tele: _____

Contact Name: _____

Address _____

City _____ State _____ Zip _____

Email: _____

Advertising Rates - Directory book measures 5 inches wide x 8 inches tall.

<u>Size</u> (top to bottom -L; left to right -W)	<u>Cost</u>	<u>Comp. Copies</u>	<u>Selection:</u>
Full-Page 7 1/2" L x 4 1/2" W	\$1,500	4	\$ _____
1/2-Page 3 3/4" L x 4 1/2" W	\$ 800	2	\$ _____
Inside Front 7 1/2" L x 4 1/2" W	\$3,000	6	\$ SOLD _____
Inside Back 7 1/2" L x 4 1/2" W	\$1,500	4	\$ SOLD _____
Back Cover 7 1/2" L x 4 1/2" W	\$3,000	6	\$ SOLD _____

Ad Specifications - See Attached Guidelines

Email your digital ad copy in **jpeg, tif or gif format**. Faxed or mailed advertisements are not acceptable. All ads are black and white, unless specified otherwise. Reference the "Advertisement File Submission Guidelines" (details available on the following page). Email ad to ehollis@mdcounties.org.

Space and Payment Deadline

Space reservation and full payment **due by April 18, 2011.**

Space will **not** be held without payment.

Payment Due with Contract:

Mail contract & full payment payable to: MACo, 169 Conduit Street, Annapolis, MD 21401 or fax with credit card information to (410) 268-1775. *Sorry, we do not accept American Express.*

Please check appropriate box: Check Master Card Visa MACo Corporate Partner (no charge)

Credit Card Number: _____ Exp. _____

Purchase Order Number: _____

Print Cardholder Name: _____

Signature _____

MACo Use ONLY:

Date Paid: _____ Check or PO Number: _____ Amount: _____

Advertisement File Submission Guidelines

PDF Files

The author of the PDF document must ensure that all fonts are embedded (avoid use of TrueType fonts) and that all bitmapped images contained in the document are not down-sampled below 300 DPI. Additionally, all final, grayscale images must be converted to grayscale prior to the creation of the PDF. Do not include any CMYK or RGB images in the PDF document. Do not include any color elements within the PDF document if the final ad is B/W, which applies to all ads except the back cover.

Application Files

QuarkXpress, PageMaker, Illustrator, etc. - All hi-resolution graphic files, either vector-based or bitmap (logos, images, etc.), must be supplied with the application files. Supply all fonts.

Bitmapped Image Files

TIF, JPEG - Do not supply at a resolution below 300 DPI as the reproduction quality may be compromised.

Lasers

Supply a final laser proof with all digital ad files. Avoid supplying only laser copy as final for the ad. Submit ad in digital format, preferably PDF, accompanied by a laser proof.

Back Cover Ad

(4-color) should be supplied as an Application File for best quality.

Questions regarding ad format can be directed to:

Angie Haberstroh
angie@ag-is.com