



2019

MEDIA KIT

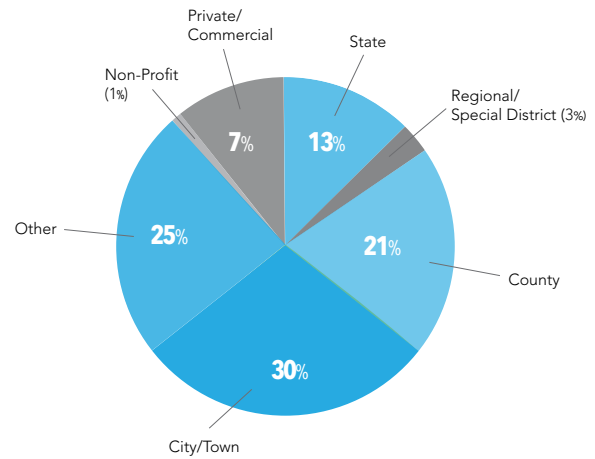
Esri State and Local
Government Publications



Esri News for State and Local Government

Print Opportunities

- Reaches more than 275,000 print subscribers in the United States
- Targets Esri software users and prospective GIS customers across all levels of state and local government
- Covers industries within state and local government that include, but are not limited to, urban and regional planning, land records, public works, economic development, transportation, environment and natural resources, health and human services, public safety, IT, and GIS
- Published quarterly and mailed free of charge to anyone who subscribes

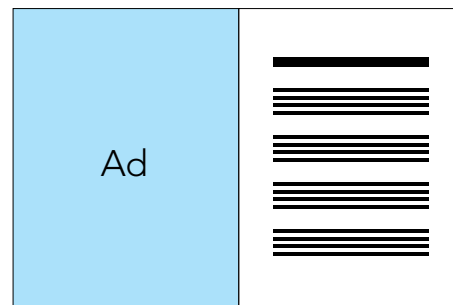


Level of Government

Submission Deadlines

Issue	Ad Material Due	Mail Date
Spring 2019	January 8, 2019	April 1, 2019
Summer 2019	April 8, 2019	June 24, 2019
Fall 2019	August 5, 2019	October 25, 2019
Winter 2019/2020	October 28, 2019	January 21, 2020

Print Ad Dimensions



Full Page
8.375" x 10.875" (Trim)
(Add .125" Bleed)

Please keep all text and logos at least .25" inside trim. All art sizes are measured in inches.

Pricing

Insertion Rates	1x	Platinum Tier Partners 20% Discount (1x)	Gold & Silver Tier Partners 10% Discount (1x)
Full Page	\$3200	\$2560	\$2880

Submit a Story for the Next Issue

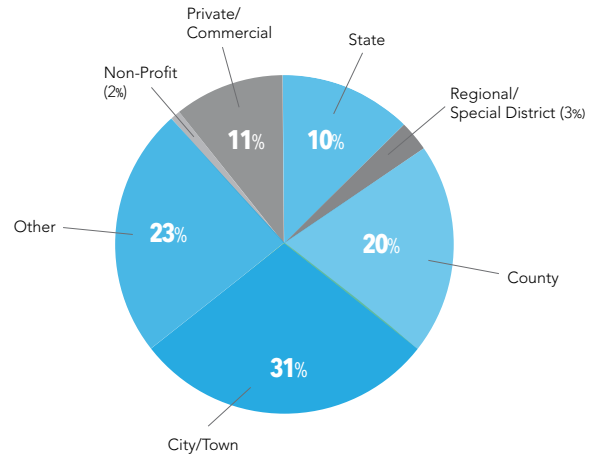
Partners, startups, and nonprofits, as well as customers, are encouraged to submit an article for inclusion in upcoming issues of the newsletter.

To learn more, visit go.esri.com/gov-stories

Esri State and Local eBrief

Digital Opportunities

- Reaches more than 80,000 email subscribers domestically
- Targets Esri software users and prospective GIS customers across all levels of state and local government
- A channel for providing up-to-the-minute information on events, training, articles, and thought leadership on a more frequent basis
- Perfect way to support branding and awareness and provides potential lead generation
- Driving toward a more immersive experience that connects users directly with advertiser sites
- Covers industries within state and local government that include, but are not limited to, urban and regional planning, land records, public works, economic development, transportation, environment and natural resources, health and human services, public safety, IT, and GIS
- Sent 10 times a year and distributed free of charge to anyone who uses or is interested in GIS
- Limited to one advertiser per edition



Level of Government

Submission Deadlines

Edition	Ad Material Due Date
March 2019	2/1/2019
April 2019	3/1/2019
May 2019	4/1/2019
June 2019	5/1/2019
July/August 2019	7/1/2019
September 2019	8/1/2019
October 2019	9/3/2019
November/December 2019	10/1/2019
January 2020	12/2/2019
February 2020	1/2/2020

Digital Ad Dimensions



600 w 200 h pixels

Pricing

Insertion Rates	1x
Banner Ad	\$795

Mechanical Requirements

Print Ads Only

Graphic File Format

- High-resolution PDF and EPS files are preferred; TIFF files are accepted.
- Fonts must be embedded.

Image Files

- All files must be created at 100 percent size and at 300 dpi or better.
- Color ads must be saved in CMYK color mode (no spot or RGB colors).
- Art bleed on full-page ads must be .125" beyond trim size on all four sides.
- Allow .25" minimum margin (safe area) inside the trim size to ensure important content is visible.

Additional Notes

- Ads must have current Esri logo. Logos can be found at [Partner Portal](#).
- Partner will be billed after the newsletter is mailed.
- All ads are subject to Esri approval.

Advertising Policies

Materials for new advertisements must be submitted to Esri for review and approval. Esri's ad review process ensures that all ads are in accordance with current editorial standards and guidelines. If changes are required, all final materials will need to be resubmitted.

Review/Approval

All advertising is subject to publisher approval. All organizations must be preapproved before they may advertise in any Esri publication.

Esri Trademark and Logo Guidelines

Esri partners advertising in Esri publications are authorized to use certain emblems and other trademarks and service marks owned by Esri. To help you in developing your advertisements, log in to the secure [Partner Portal](#) and click these links to view the [Brand Usage Guide](#), [Trademark and Logo Guidelines](#), [Product Name Guide](#), and [Advertising Guidelines](#). Utilizing these guidelines will ensure that you are using Esri trademarks, service marks, logos, emblems, and Esri product names correctly, thereby streamlining the ad approval process. Please note the following:

- Your company's logo should appear equal to or larger than the partner emblems—you can view sample layouts and tap into ideas on emblem placement in the various guides.
- A trademark symbol only needs to be used once, after the first appropriate use of the word mark, in a document.
- An attribution must be added at the end of a document (at the bottom of the page, in type smaller than other text).

If you are unable to access Partner Portal and need assistance, please contact the partner operations team at partnerresourcecenter@esri.com.

Advertising Sales and Information

Please address all questions concerning advertising placement, mechanical requirements, and material deadlines to the following:

Esri
Advertising
380 New York Street
Redlands, California 92373-8100 USA
t 909 793 2853, ext. 1-7417
Email: statelocalads@esri.com

