



Esri State & Local Government Publications

2020–2021
Media Kit



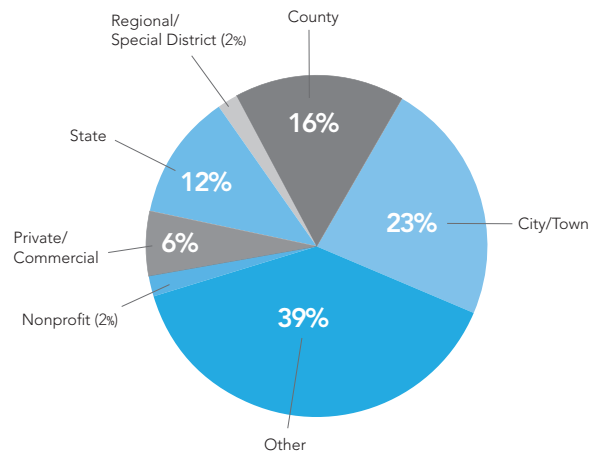
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Esri News for State & Local Government

Print Opportunities

- Reaches more than 250,000 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
- Is published quarterly and mailed free of charge to anyone who subscribes



Level of Government

Print Ad (Full Page)

Esri News
for State & Local Government

Summer 2019

Yolo County Provides a Trailblazing Election to Its Citizens

Introduction
In Yolo County, California, recently elected elections official Jesse Salinas approached the Information Technology (IT) division of the county's General Services Department, interested in how he could significantly streamline the election process. More specifically, he planned to use geographic information system (GIS) technology to rethink the elections experience for the constituents and his staff. The goal was to provide the public with a modern feel on Election Day by the 2018 midterm election.

The Solution
Improving communication between the field and election headquarters required a mobile solution to automate requests for services, resolve supply shortages, and address problems at polling stations. The county developed an app using Esri's Survey123 for ArcGIS to empower poll workers to input work order requests on their mobile devices. Once entered, the information is pushed to the elections base for prioritization and handling. The workflow was enhanced by feeding the collected requests data to Workforce for ArcGIS, an app that helped assign tasks, route and track field personnel, and provide work status updates back to the office on a digital dashboard. Strengthening communication with citizens meant delivering timely and accessible election results through a public facing web app. Using Elections Results, a configurable solution.

Challenge
The county had four challenges: improve resource allocation, reduce response time through efficient routing to polling stations, strengthen communication to citizens on election results, and increase future turnout through targeted outreach and education.

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A Esri Map of the Protection Results on Yolo County's Public Facing Website

Location Data Is Essential for Leadership

by the authors, Eric

Historically, in government, the decision-making process is something that has remained behind closed doors. When the fate of a program, a budget, or the response to a disaster or epidemic is decided without transparency, it leads to distrust and a deep sense of uncertainty. The fast pace of social media and news cycles profoundly affects the perception of decisions. Your constituent satisfaction with a strategy or an outcome hinges on perception, and it's increasingly clear that information needs to be readily represented. Data is truth, and not only will data help communicate and justify a decision made, data will ultimately lead to better decisions and better leadership.

Let's use the opioid epidemic as an example. Most cities and counties are not equipped to overcome the institutional hurdles that hinder understanding the depth of the epidemic and details of how it is affecting them. There are the big picture numbers about deaths in the United States, there are news stories of overdoses in their communities, and there is the impression that the picture is getting worse. Yet many cities and counties are unable to say with certainty where the overdoses are occurring, how many are resulting in deaths, and what combinations of drugs were involved. The main challenge preventing the understanding of this is that there are barriers to collecting and sharing data that would create a common, cohesive vision of the problem.

Disparate Systems
Two of the major local groups involved with responding to the opioid epidemic have different perspectives on the problem, and they are ultimately concerned with handling distinct aspects of it. These groups are the first responders and the health and human services organizations. Their systems are shaped by the work that they've done for decades, and many are struggling to adapt their systems to address the complexity of the response.

First responders are frequently on the front line to handle addiction, homelessness, and mental health issues. They will be called to respond to overdose situations, do triage with immediate medical assistance, transport patients to hospitals, and assess whether there are any investigating leads. "Triage" means that the information available is assessed and shared quickly to provide an appropriate level of service and resources. The data frequently reflects uncertainty about the drug taken in an overdose, and because many first responders and others' emergency vehicles overlap, there is duplication in between the systems that needs to be identified and addressed. Location

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Esri News for State & Local Government, Spring 2018

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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.

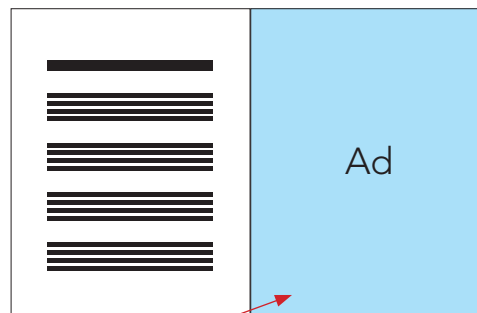
To learn more, visit go.esri.com/gov-stories.

Esri News for State & Local Government

Submission Deadlines

Issue	Ad Material Due	Expected Mail Date
Spring 2020	January 7, 2020	April 2, 2020
Summer 2020	March 24, 2020	June 22, 2020
Fall 2020	July 23, 2020	October 26, 2020
Winter 2020/2021	October 22, 2020	January 22, 2021

Print Ad Dimensions

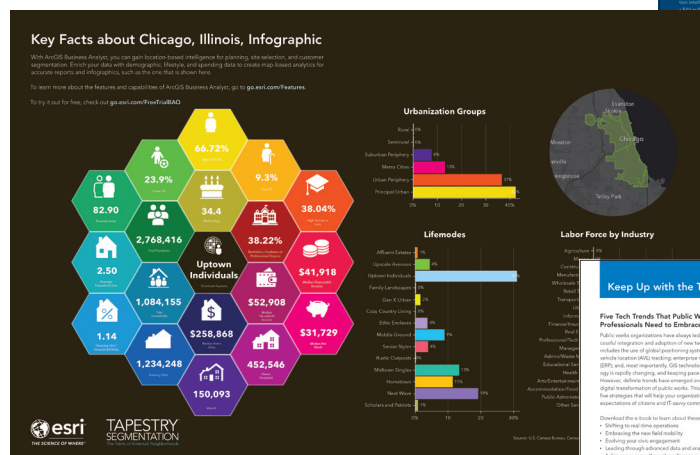


Full Page
8.375" x 10.875" (Trim)
(Add .125" Bleed)

Pricing

Insertion Rates	1x	Platinum Partners 20% Discount (1x)	Gold & Silver Partners 10% Discount (1x)
Full Page	\$3,200	\$2,560	\$2,880

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



Leading with Location Intelligence

By Stephen Goldsmith, Harvard Kennedy School

Imagine a world where the location of a business is not just a point on a map, but a source of intelligence. This is the power of location intelligence, a field that is rapidly growing in importance. It is the ability to use location data to make better decisions, from where to open a new store to how to manage a city's resources. This is the power of location intelligence, a field that is rapidly growing in importance. It is the ability to use location data to make better decisions, from where to open a new store to how to manage a city's resources.

Navigating Your Role as an IT-Savvy Executive

As an executive, you are using powerful tools to manage your business. You are using technology to improve efficiency, to reduce costs, and to increase productivity. You are using technology to make better decisions, to manage your business more effectively, and to increase your competitive advantage. This is the power of technology, a field that is rapidly growing in importance. It is the ability to use technology to make better decisions, to manage your business more effectively, and to increase your competitive advantage.

Keep Up with the Trends

Five Tech Trends That Public Works Professionals Need to Embrace

Public works professionals have always had to keep up with the latest technology. This is no different now. The five tech trends that public works professionals need to embrace are: 1. Cloud computing, 2. Mobile devices, 3. Social media, 4. Big data, and 5. Artificial intelligence. These trends are changing the way public works professionals work, and it is important to stay on top of them.

Three Ways That GIS Can Strengthen Our Nation's Infrastructure

Public works professionals have always had to keep up with the latest technology. This is no different now. The three ways that GIS can strengthen our nation's infrastructure are: 1. Planning, 2. Construction, and 3. Maintenance. GIS is a powerful tool that can help public works professionals make better decisions, manage their resources more effectively, and increase their competitive advantage.

Connecting Government to Improve Government

govloop is a community of more than 270,000 federal, state, and local government employees and government professionals. Our mission is simple: connect government to improve government. We provide free and educational resources on critical topics facing government, including the latest GIS trends and insights.

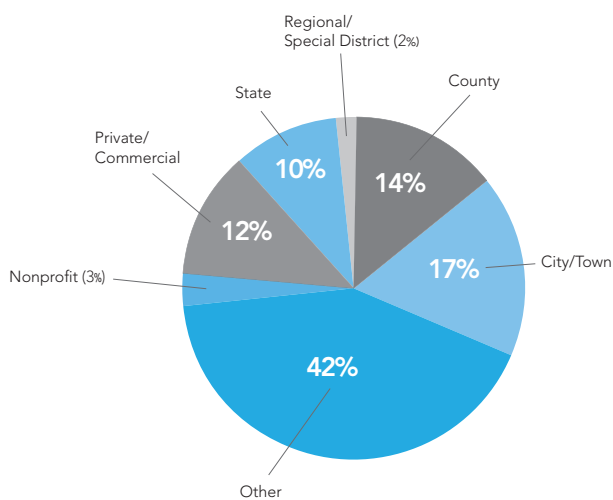
Sign up for our Daily Awesome newsletter to get a daily dose of helpful blogs, resources and upcoming trainings.

go.govloop.com/Daily-Awesome


Esri State & Local E-brief

Digital Opportunities

- Reaches more than 142,000 email subscribers domestically
- Targets Esri software users and prospective GIS customers across all levels of state and local government
- Provides up-to-the-minute information on events, training, articles, and thought leadership on a more frequent basis
- Supports branding and awareness and provides potential lead generation
- Drives 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
- Is limited to one advertiser per edition




Level of Government

View email in [web browser](#).

Esri State & Local Brief

A brief collection of curated content for state and local government professionals




National Governors Association Partners with Esri to Build Smart States through GIS Technology

With the right process, people, and technology, any state can become smarter.

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Shawnee County's Appraiser Goes Digital


With over 12,000 annual property inspections, a digital transformation allowed them to save time in the field and office, minimize data entry errors, save costs, and enable supervisors to easily track progress on projects.

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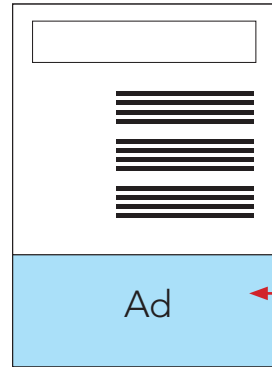


THE SCIENCE OF WHERE

Esri State & Local E-brief

Submission Deadlines

Edition	Ad Material Due Date
March 2020	February 3, 2020
April 2020	March 2, 2020
May 2020	April 1, 2020
June 2020	May 1, 2020
July/August 2020	July 1, 2020
September 2020	August 1, 2020
October 2020	September 1, 2020
November/December 2020	October 1, 2020
January 2021	December 1, 2020
February 2021	January 4, 2021




Digital Ad
Dimensions

600 w x 300 h pixels

Pricing

Insertion Rates	1x
Banner Ad	\$795




Planners in Honolulu, Hawaii, Are Keeping an Eye on Affordability

With ArcGIS Urban, staff at the City and County of Honolulu are able to visualize and identify housing patterns.

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With Vision, Innovation, and GIS, Every Community Can Be a Smart Community

See how GIS allowed John's Creek, Georgia, to start making decisions and prioritizing projects and resources, based on data.

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Planners in Honolulu, Hawaii, Are Keeping an Eye on Affordability

With ArcGIS Urban, staff at the City and County of Honolulu are able to visualize and identify housing patterns.

[Learn More](#)

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Pasadena, California, Is Applying Innovation and Design as an Intelligent City

Discover how the city is bringing smart innovation to all its departments through GIS.


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Esri State & Local Brief

A brief collection of curated content for state and local government professionals

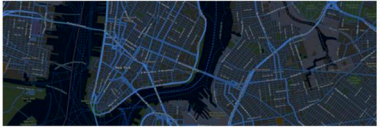


Pasadena, California, Is Applying Innovation and Design as an Intelligent City

See how the city is bringing smart innovation to all its departments through GIS.

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How Do Maps Help Communicate Opportunity Zones?

Discover how opportunity zones push place-based investment.

[Read More](#)

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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:

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Redlands, California 92373-8100 USA
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