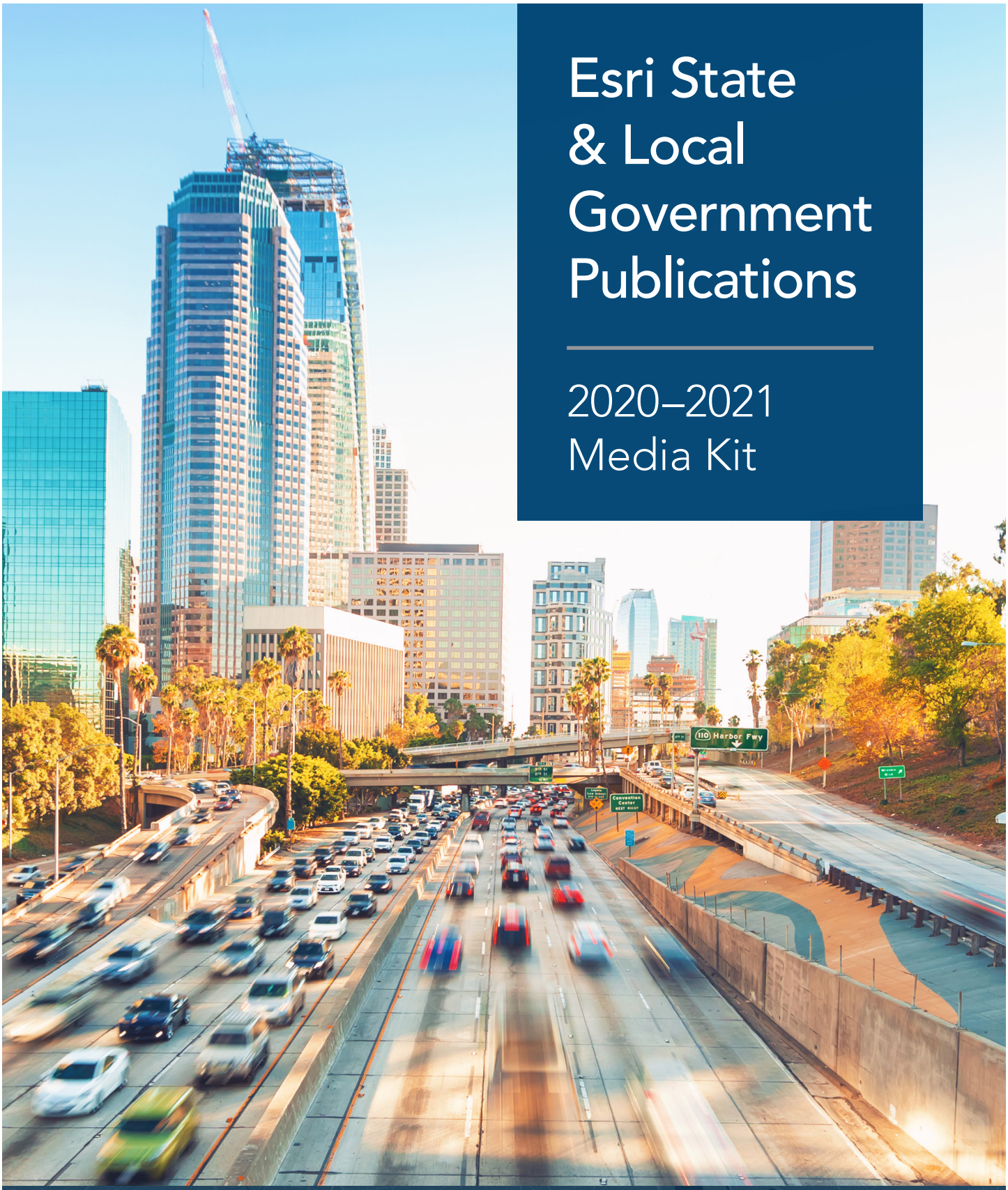
Esri State & Local Government Publications

2020–2021 Media Kit

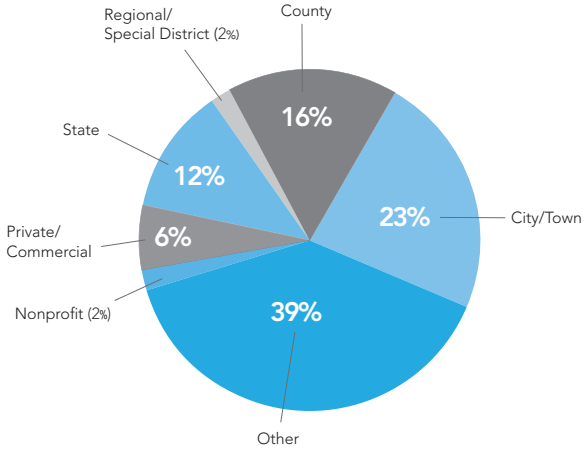


esri THE SCIENCE OF WHERE®

Esri News for State & Local Government

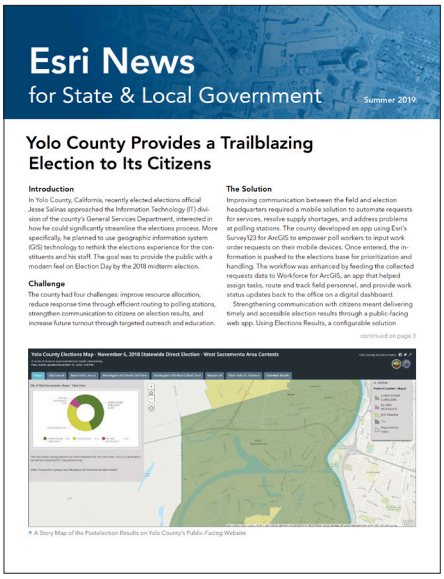
Print Opportunities

- 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)



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.

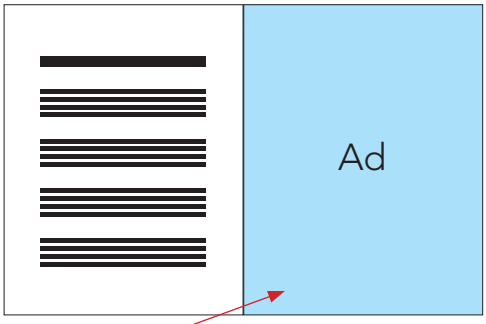
To learn more, visit *go.esri.com/gov-stories*.

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

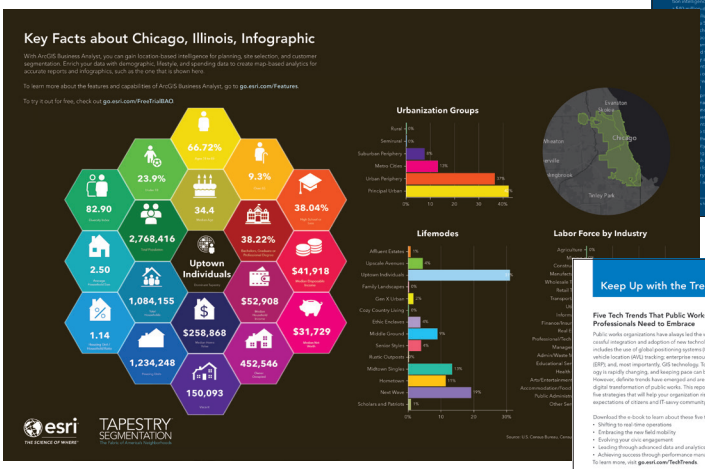


Full Page
8.375" x 10.875" (Trim)
(Add .125" Bleed)

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

Pricing

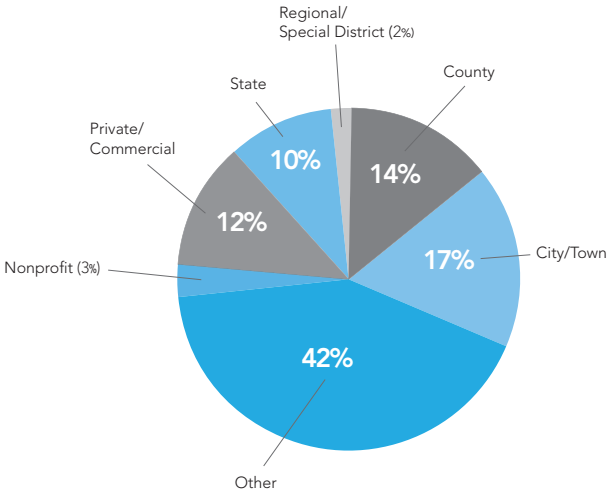
Insertion Rates	1x	Platinum Partners 20% Discount (1x)	Gold & Silver Partners 10% Discount (1x)
Full Page	$3,200	$2,560	$2,880



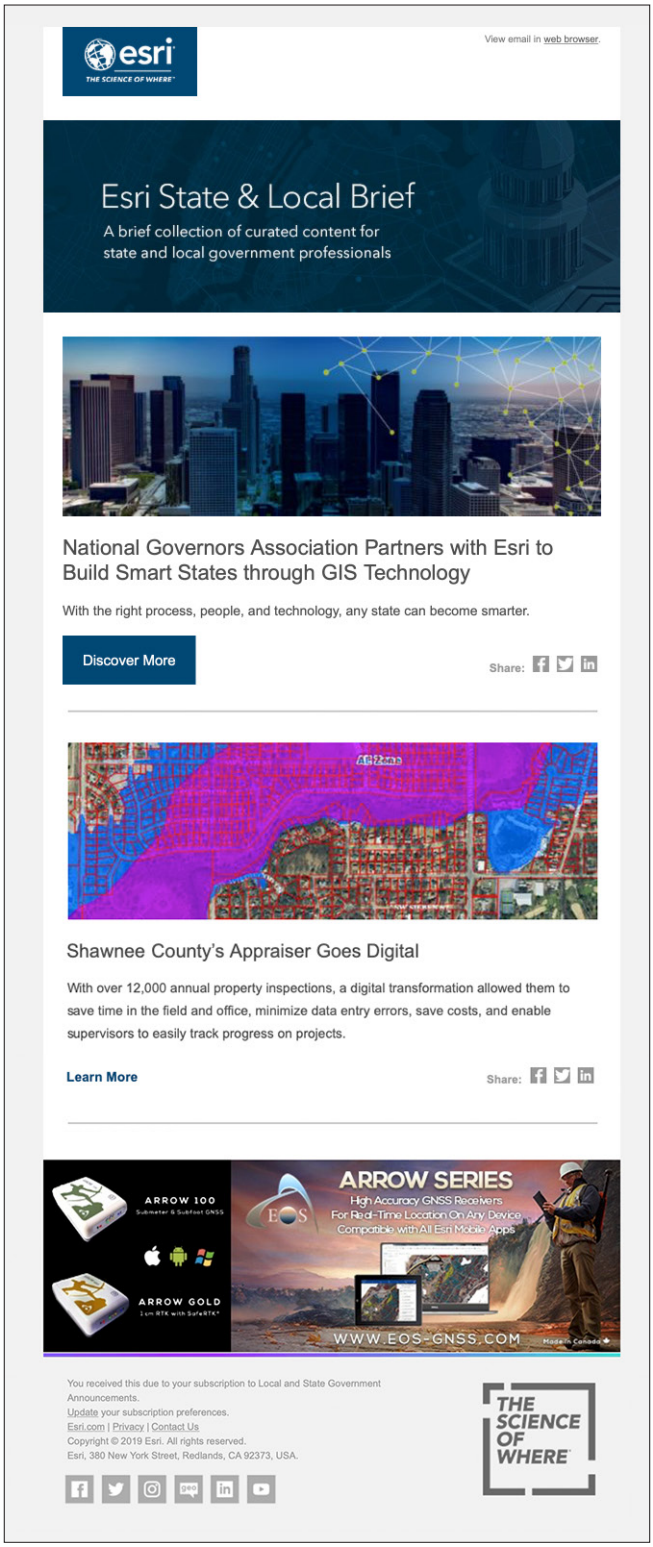
Esri State & Local E-brief

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



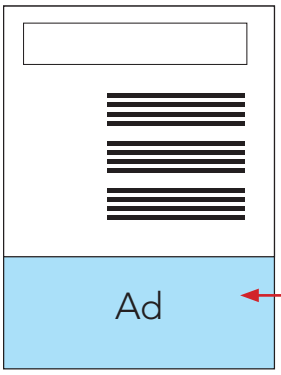
Level of Government



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

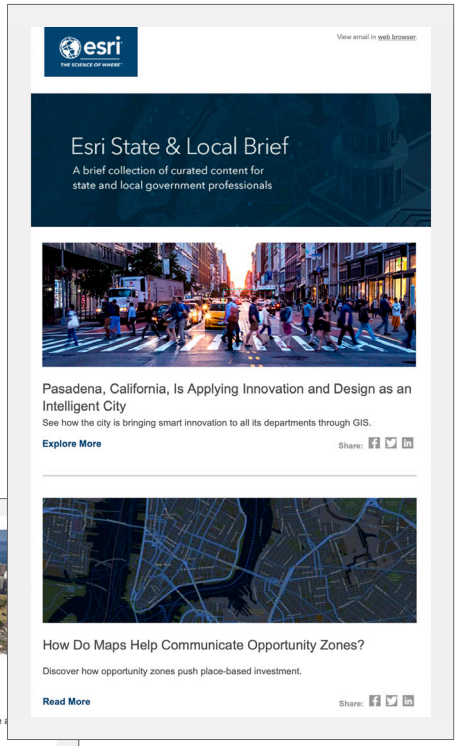


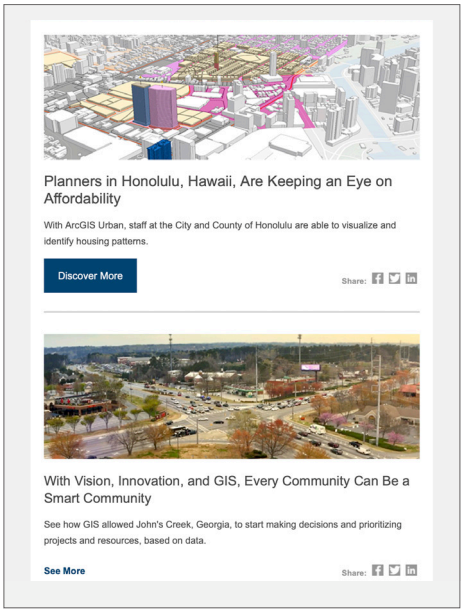
Digital Ad Dimensions

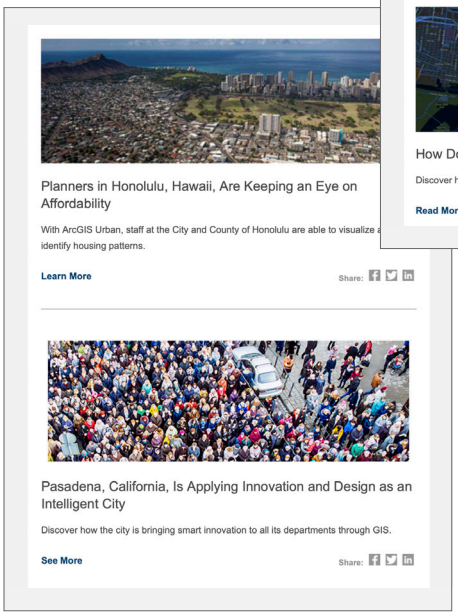
600 w x 300 h pixels

Pricing

Insertion Rates	1x
Banner Ad	$795







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. 1-7419
Email: *statelocalads@esri.com*

esri
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