

CITY HALL and THE CAPITOL are now...



CITY & STATE



CITY HALL

THE CAPITOL



MEDIA KIT 2012

ABOUT US

REACH THE MOST INFLUENTIAL LEADERS IN NEW YORK STATE.



Kayla Galway

POLITICS. POLICY. PERSONALITIES.

Following five years of award winning coverage focused on New York City and Albany government, *City Hall* and *The Capitol* are now merging to form *City & State* – an expanded and comprehensive news outlet dedicated to covering the politics, policies and personalities shaping government around New York.

In print and online, *City & State* will continue a legacy of in-depth enterprise reporting; exclusive interviews with officials, policy makers and political professionals; and interesting and entertaining reflections on the lighter side of government, politics and the industries that intersect with both.

Our readers are sure to enjoy our new look, feel and expanded editorial coverage; and advertisers are sure to appreciate our increased frequency and the added-value of reaching 50 percent more readers at our previous one-issue rate.

City & State is published twice-monthly and will provide effective and targeted communication venues for reaching Manhattan's most influential leaders, policy makers and political professionals in New York.

Awarded: Best Coverage of Local Government in New York State
– *New York Press Association, 2009 & 2010*

READERSHIP & DISTRIBUTION

CITY & STATE REACHES EVERY CITY AND STATEWIDE PUBLIC OFFICIAL, EVERY MEMBER OF LEGISLATURE AND OFFICIALS IN ALL 62 COUNTIES.

The publication is mailed to their homes and offices.



CITY OFFICIALS

The Mayor	City Council Members
Commissioners	Deputy Mayors
Borough Presidents	Attorney General
Chiefs of Staff	City Comptroller
Members of Congress	City Agency Staff
U.S. Senators	Public Advocate
Judges	City Hall Bullpen



STATE OFFICIALS

The Governor	Assembly Members
Executive Chamber	State Senators
Lieutenant Governor	State Superintendents
State Comptroller	Commissioners
Attorney General	Agency Senior Staff
U.S. Senators	Chiefs of Staff
Members of Congress	City Mayors
Judges	County Executives

REACH POLITICAL PROFESSIONALS

Over 3,000 Private Sector Organizations & Non Profits

Labor Leaders	Media
Top Lobbying Firms	Industry Leaders
Good Government	Donors
Groups	Community Boards
Corporations	Think Tanks

DISTRIBUTION IN CITY HALL & GOVERNMENT BUILDINGS

The only publication distributed on premises in City Hall
 On every desk in "The Bullpen" • Room 9 •
 Government Administrative Building at 250 Broadway •
 Municipal Building at 1 Center St. • Government Offices at 100 Gold St.
 NYC Borough Halls • Street Newsboxes in City Hall area

YOU CAN FIND CITY & STATE IN THE FOLLOWING ALBANY LOCATIONS:

State Capitol Building: Senate Document Room • Assembly Document Room • Press Office •
 Legislative Office Building: Press/Document Room (2nd floor) • Empire State Plaza: YMCA Near
 McDonalds • Averill Harriman State Campus: Buildings 3, 8, 12 and 18 • SEFCU 110 State Street •
 Hand-delivered to every office in the L.O.B. & to street newsboxes in the legislative area
 Over 70 high-traffic retail and government buildings.

EDUCATE. ADVOCATE. INFLUENCE.

CITY&STATE FIRST READ

THE MUST-READ MORNING ROUNDUP OF NEW YORK POLITICS AND GOVERNMENT.

Reaching over 13,000 subscribers and growing rapidly, this daily email is the most efficient and effective digital resource to get your message in front of top city and state elected officials, agency and industry leaders, and the staff, advocates, media and operatives who drive the issues of the day—all by 7 a.m. each weekday.

The morning email delivers daily exclusives from City Hall and The Capitol, as well as a curated summary of the day's most pertinent headlines, editorials, news tidbits, schedules and milestones from across the political landscape.



The New York morning roundup from City Hall and The Capitol

MONDAY, AUGUST 1, 2011

WEATHER: Chance of afternoon thunderstorms. New York City, high 92; Albany, high 87.

HOW WILL CITY AND STATE COMBINE ECONOMIC DEVELOPMENT?:
Today we report New York City officials expect more coordination than cash from Gov. Andrew Cuomo's new regional economic development plan for the city. While the state's 10 councils will compete for \$1 billion

A WORD FROM AT&T: AT&T is committed to providing New York customers with the best mobile broadband experience possible. We're continuing to improve data speeds, enhance in-building coverage and fine-tune the network. But that's not all - we're investing in your neighborhoods in other ways too. From installing free Wi-Fi in parks to sponsoring SummerStage to supporting arts and cultural events across the five boroughs, AT&T loves this town and we're doing everything we can to show it.

EDITORIAL PAGES:

* The Times Union says local municipal officials must issue same-sex marriage licenses starting Sunday no matter their personal feelings:
<http://bit.ly/mZ0xZd>

A WORD FROM OUR SPONSOR: The New York Times and Federal Trade Commission agree: Governor Cuomo should veto A.5502, the mail order drug bill. Banning mail order pharmacies is a prescription for higher drug costs and job losses. Find out why the Times calls the bill "a favor to retail drug lobbyists that could actually drive up costs for consumers" and help put a stop to the increase in cost of your prescription drugs at www.stoptheRxtax.org.

HAPPY BIRTHDAY: Today, to Assemblyman Dean Murray ... to Doug Forand of Red Horse Strategies ... and to Patrick Jenkins of Distinctive Public Affairs. Saturday, to Erie County Assemblyman Jim Hayes ... and to

Embedded text ads can be up to 75 words in length and can include a hyperlink if desired.

	RATES PER WEEK				
	1-week	2-weeks	3-weeks	4-weeks	1-day
Top Position	\$2,000	\$1,750	\$1,500	\$1,250	\$500
Middle Position	\$1,500	\$1,250	\$1,000	\$750	\$450
Footer Display	\$1,000	\$870	\$765	\$670	\$400

*Custom positioning available

WEBSITE

POLITICS. POLICY. PERSONALITIES.

City & State is more than a great twice-monthly newspaper—it's also a great on-line information source for New York's most influential leaders. With fresh content regularly added to the site, CityandStateNY.com is the on-line source for the latest coverage and analysis about the politicians, staffers and issues that shape New York.

DIRECT TRAFFIC TO YOUR SITE WITH
ON-LINE BANNERS & BUTTONS.



PROMOTE YOUR ORGANIZATION'S LOBBYING AND ADVOCACY MESSAGES.

The calendar below outlines our production schedule and highlights our special editorial features for the coming year including our Issue Spotlights and Special Sections. The Issue Spotlight Sections feature content and analysis focusing on a critical issue or key industry in the State.



AD DEADLINE	PUBLISH	ISSUE SPOTLIGHT	SPECIAL FEATURES
JAN 5	JAN 9	LEGISLATIVE PREVIEW	New Faces - Incoming Electeds
JAN 17	JAN 23	HEALTH CARE/MEDICAID	
JAN 31	FEB 6	HOUSING	
FEB 14	FEB 21	ENERGY	
FEB 28	MAR 5	TRANSPORTATION INFRASTRUCTURE	
MAR 13	MAR 19	EDUCATION	State Budget Preview
MAR 27	APRIL 2	RACING, WAGERING & GAMING	
APRIL 10	APRIL 16	AGRICULTURE	
MAY 1	MAY 7	CITY & STATE PENSIONS	
MAY 15	MAY 21	ENVIRONMENT	Rising Stars - State
MAY 29	JUNE 4	INSURANCE & FINANCIAL SERVICES	
JUNE 12	JUNE 18	LIVING & PREVAILING WAGE	
JULY 10	JULY 16	MASS TRANSIT	
JULY 24	JULY 30	TBA	
JULY31	AUG 6	PHARMA AND BIO-MED	Influentials - State
AUG 14	AUG 20	ORGANIZED LABOR	Influentials - City
AUG 28	SEPT 4	PUBLIC UTILITIES	
SEPT 11	SEPT 17	TOURISM	Rising Stars - NYC
OCT 2	OCT 8	NEW YORK INFRASTRUCTURE	
OCT 16	OCT 22	GREEN NEW YORK	
OCT 23	OCT 29	TECHNOLOGY	Election Special
NOV 6	NOV 12	TBA	
NOV 27	DEC 3	CONSTRUCTION & DEVELOPMENT	
DEC 11	DEC 17	LAW & TORT REFORM	Year-End Review

*Features and production dates are subject to change

SPECS

ACCEPTABLE FORMATS

InDesign CS2 (or later versions up to CS5), Illustrator, Photoshop, Acrobat PDF (embed all fonts)
We do not accept Microsoft Publisher documents.

PDFS: All fonts must be embedded. All images and artwork must be CMYK. Do not use compression on images. Please make pdf files Acrobat 4.0 compatible as transparencies in higher versions are unstable.

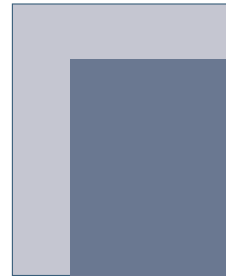
Microsoft Word files will have to be remade. Please do not insert pictures into Word documents if they can be sent separately.

If the file was made in Illustrator, convert the fonts to outlines before you send it to us. Otherwise we will have to modify the ad. Do not use LZW compression. For files under 6 megabytes: either TIFF (with no LZW compression) or EPS formats are acceptable.

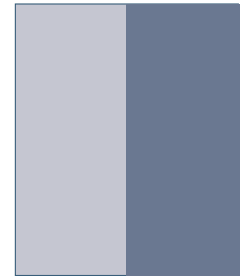
Linescreen is 85 for Black and White, 100 for Color pages. DMAX is 240.



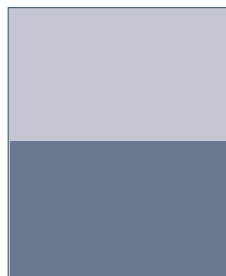
FULL PAGE
10" x 12.75"



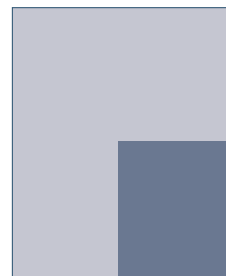
JR. PAGE
7.458" x 10"



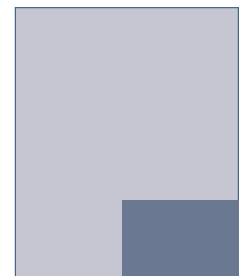
1/2 PAGE V
4.875" x 12.5"



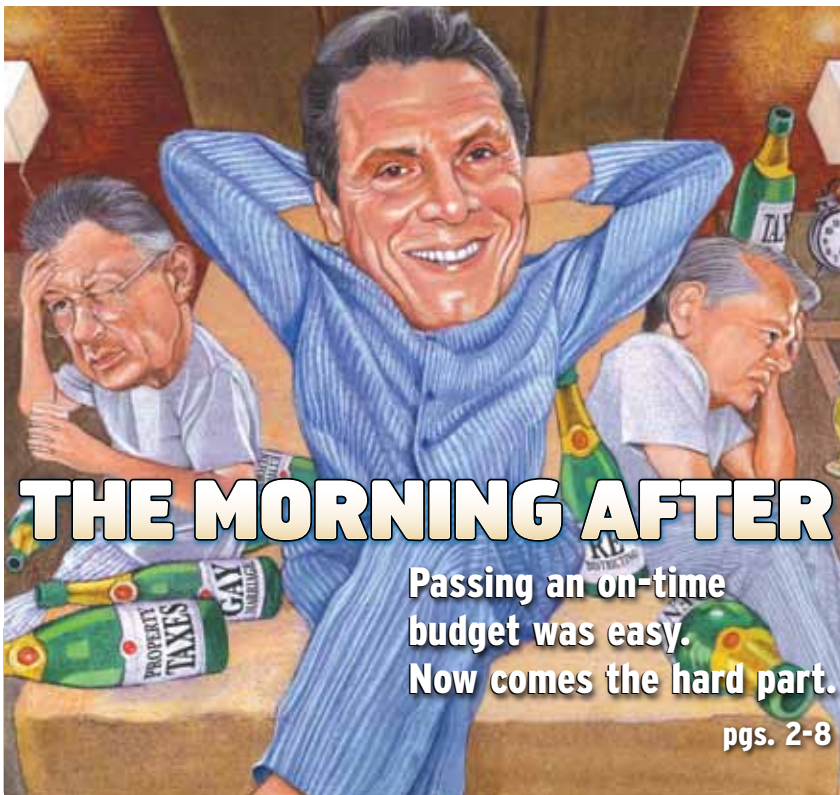
1/2 PAGE H
10" x 6.125"



1/4 PAGE
4.875" X 6.125"



1/8 PAGE
4.875" X 2.875"



Web images are not acceptable for newsprint – Minimum resolution for picture is 170 dpi, minimum resolution for text is 300 dpi.

EMAILED ADS

Please include the advertiser's name and run date in the subject line of the email. In the body of the email please include contact information, should there be a problem with the ad.