

Marketing Opportunities to South Dakota's 66 Counties

Without a doubt, the buying power of South Dakota's 66 counties is tremendous. The South Dakota Association of County Commissioners, with a membership of over 320, is here to help you reach the key decision-makers involved in the daily operations of county government.

From sponsoring the biggest gathering of county officials in the state at the South Dakota County Annual Convention to advertising in the *County Comment* newsletter, there are countless opportunities for you to reach your target markets.

This folder is a "roadmap" that will show you the vast and multi-faceted ways you can get involved with South Dakota's counties. To make it easy, each section has contact information listed.

South Dakota Association of County Commissioners

Bob Wilcox, Executive Director

Kris Jacobsen, Deputy Director

211 East Prospect Avenue

Pierre, SD 57501

Phone: (605) 224-4554

Fax: (605) 224-4833

Email: info@sdcountycommissioners.org

Website: www.sdcountycommissioners.org

The best business decision you will make all year...

- The South Dakota Association of County Commissioners (SDACC) is an organization established to promote and protect the interests of South Dakota's 66 counties. SDACC provides a wide variety of services to its member counties including lobbying, communication, training and education. Its activities and policies are determined by its members and a board of directors consisting of one director from each of the 9 districts across the state and one director from Minnehaha and Pennington Counties.
- There are 66 counties in the state of South Dakota (320 County Commissioners). And since county commissioners ultimately approve or deny county purchases, they must be kept up-to-date on product and service availabilities. Joining this association is the most efficient and cost-effective way to showcase your company to purchasing decision-makers.
- South Dakota counties must be well-informed about purchases in areas including financial management and investments, office equipment, road and bridge replacement and repair, law enforcement and juvenile care, employee benefits and personnel policy management, disaster planning and emergency preparedness, firefighting equipment, energy conservation and management, local tax assessment and collection, election equipment, telecommunications, computer applications, data storage **and the list goes on.**
- We hope you will consider becoming an Associate Member of our organization with an annual fee of **only \$250.**

As an SDACC Associate Member, you will receive the following...

- **Subscription to the "County Comment" newsletter.** The "County Comment" is the official publication of the South Dakota Association of County Commissioners. It is published 9 times a year and distributed to all South Dakota County Commissioners and their courthouses across the state. These officials depend on the "County Comment" as a valuable source of information and advertising for products and services required by their counties. If you are interested in having your company's message delivered across the state, SDACC also offers a 10% advertising discount to our members.
- **Biannual Directory of County Commissioners and Officials.** SDACC publishes a biannual directory of county commissioners, county officials and Associate Members in odd-numbered years, following the November general elections. This publication contains the names, addresses, phone, fax numbers and email addresses of all county offices with a special section devoted to Associate Members. County, state and a host of other personnel use this publication on a daily basis as a comprehensive and extremely valuable source of county information.
- **Recognition and links on the SDACC website.** South Dakota Association of County Commissioners' extensive website at www.sdcc.govoffice2.com provides information about counties, SDACC activities, important topics and news headlines, resource links and more. With visitors each day, the SDACC website is where counties go for the most current county information.
- **Notice of upcoming SDACC events.** Each year the South Dakota Association of County Commissioners coordinates events such as Spring Workshop and Annual Convention where commissioners and officials are updated on county issues. Our Associate Members will also be invited to these very informative events.

Make the decision to join TODAY for the most cost effective way to market your products and services to South Dakota Counties!!!

Complete the application below and mail it along with your check in the amount of only **\$250.00**. Companies can join the South Dakota Association of County Commissioners (SDACC) at any time, but membership runs on the calendar year. Joining by December guarantees inclusion in the *County Comment*, in addition to receiving all the other SDACC benefits for the full year of membership.

South Dakota Association of County Commissioners Associate Member Application

Company Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____

Company Website: _____

Contact Person: _____

Business Category: _____

Signature: _____

Mail to: SDACC
211 E Prospect Ave
Pierre, SD 57501
with check enclosed in the amount of \$250

For more information, contact:

South Dakota Association of County Commissioners

Bob Wilcox, Executive Director

Kris Jacobsen, Deputy Director

211 East Prospect Avenue

Pierre, SD 57501

Phone: (605) 224-4554 Fax: (605) 224-4833

Email: info@sdcountycommissioners.org

Website: www.sdcountycommissioners.org

Please consider the SDACC newsletter titled the “*County Comment*” in your company’s advertising media plans. The “*County Comment*” is the official publication of the South Dakota Association of County Commissioners. It is published nine times each year with a special issue published in September prior to the annual county convention.

The “*County Comment*” is distributed to all 66 county courthouses across the state of South Dakota. These officials depend on the “*County Comment*” as a valuable source of information and advertising for products and services required by their counties.

Our current advertisers find our publication a worthwhile investment for their advertising dollars as a way to reach those that may not otherwise be available. We work hard to ensure every issue is full of interesting information, feature stories and insightful topics that touch the lives of everyone involved in county government.

Enclosed you’ll find advertising information and an order form with a special discount for Associate Members. We’re looking forward to a successful year and hope your organization will take part. If you have any questions, please contact us.

<i>County Comment Advertising Information</i>		
Ad Size W X H	5 or more Per Insertion Rate	One - Four Per Insertion Rate
Full Page (7 1/2" X 10")	\$237.00	\$342.00
Half Page (7 1/2" X 5")	\$141.75	\$199.50
Quarter Page (3 3/4" X 5")	\$88.00	\$130.00
1/8 Page (3 3/4" X 2 3/8")	\$47.00	\$60.00
1/10 Page (3" X 2 3/8')	\$42.00	\$47.25
Add \$50 an insertion for colored advertisements Associate Members may take a 10% discount		

Ads will be accepted by e-mail or disk

Ad Specifications: Acrobat File (PDF), JPEG, or TIFF. Minimum of 300 dpi @ 100% of the size. No bleed.

Ad Copy Deadline: 5th of the month prior to publication.

The subject matter, form, size, wording, illustration and typography of advertising shall be subject to the approval of the Publisher. Publisher reserves the right to reject any or all advertising or to alter advertising in order to match format of the newsletter.

For more information, contact: Kris Jacobsen
County Comment
 211 East Prospect Avenue
 Pierre, SD 57501
 Phone: (605) 224-4554 Fax: (605) 224-4833
 Email: info@sdcountycommissioners.org

COUNTY COMMENT

South Dakota Association of County Commissioners

Advertising Order

Company Name: _____

Ad Agency (if applicable): _____

Contact Name: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Signature: _____ Date: _____

Publication Month	Ad Size	Insertion Rate
<input type="checkbox"/> Jan/Feb	<input type="checkbox"/> Full Page	<input type="checkbox"/> 5 Issues (Discounted Price)
<input type="checkbox"/> Mar	<input type="checkbox"/> Half Page	<input type="checkbox"/> Specific Issue(s) (Please specify publication month at One Insertion Rate)
<input type="checkbox"/> Apr	<input type="checkbox"/> 1/4 Page	
<input type="checkbox"/> May	<input type="checkbox"/> 1/8 Page	
<input type="checkbox"/> June	<input type="checkbox"/> 1/10 Page	
<input type="checkbox"/> July		
<input type="checkbox"/> Aug/Sept <i>(convention issue)</i>		
<input type="checkbox"/> Oct		
<input type="checkbox"/> Nov/Dec		

Please complete and return this advertising order form and camera-ready ad as early as possible to reserve your ad space.
Questions and comments are always welcome.

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211 East Prospect Avenue
Pierre, SD 57501

Phone: (605) 224-4554 Fax: (605) 224-4833

Email: info@sdcountycommissioners.org

Website: www.sdcountycommissioners.org

The South Dakota Association of County Commissioners and the South Dakota Association of County Officials gear up every fall for our annual South Dakota County Convention. This event serves as the largest gathering of over 500 county leaders in South Dakota for education, training, vendor displays and building face to face relationships!

We invite you to take advantage of the opportunity to make the most of your marketing dollars! Please take some time to read about how you can exhibit, sponsor and/or advertise at our yearly convention.

EXHIBIT

Showcase your products and services directly to county decision-makers, and learn about their needs. Attendees highly value the occasion to view new products and meet with exhibitors. Traffic is strong in the exhibit area, as we do our best to schedule main events in that vicinity. This provides an excellent opportunity for you to demonstrate your products, display literature or sit knee to knee with your prospects. As an added bonus, all vendors will be recognized at a special appreciation breakfast held the second morning of the convention. This is another great opportunity to give a brief overview of your business and its offerings to the attendees.

SPONSORSHIP

Achieve high visibility by contributing financially to the annual convention. Let county officials know you support local government and their convention. Sponsors are recognized with signs displayed throughout the event, in the convention issue of our newsletter, convention programs, in the slide show that runs throughout the convention and in the post-convention issue of our newsletter.

ADVERTISE

Advertising in the convention issue of our newsletter the "*County Comment*" exposes your message to the right county decision-makers. When convention attendees receive this issue, they dive right in, reading about scheduled seminars and events. They carry it throughout the convention and refer to it often.

**Exhibit,
Sponsor
AND
Advertise,
or any
combination
that works
for
YOU!**

The County Associations and our members rely on the support of vendors and sponsors for new ideas, information and different solutions to challenging problems. Together we can all make a difference. If you have any questions, please feel free to contact us at (605) 224-4554 or email to: info.sdacc@midconetwork.com.

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Email: info@sdccountycommissioners.org

Exhibit Space Contract

Company Name: _____

Contact Person: _____

Mailing Address: _____

City, State, Zip Code: _____

Phone: _____

Fax: _____

Web Site: _____

Company email: _____

Convention Contact Person Email: _____

(Confirmation will be sent to the contact person listed above by email if provided)

Brief Description of Nature of Business: _____

Exhibit Space Options and Costs

Exhibit Fee

1st Booth \$500.00 **2nd Booth \$350.00**

Outdoor Equipment Display \$100.00
(Available with purchase of indoor space)

Exhibit space availability is limited and will be handled on a pre-paid, first come basis.

Electricity Requirements **Yes** **No**

Additional Meal Packages (\$100 each) No. Requested: _____

One complimentary meal package is available with each booth purchase.

Total Amount Due: \$ _____

Name Badges Needed (names of company representatives attend the convention)

Enclose check made payable to SDACC for the **Total Amount Due** to confirm Exhibit Space.

Please return contract to:

SDACC, 211 East Prospect Ave, Pierre, SD 57501

Phone: (605) 224-4554, Fax: (605) 224-4833

Email: info@sdcountycommissioners.org

Exhibit Benefits

Booth Space and Accommodations:

8' X 10' Pipe & draped display space

One 6' table with tablecloth

Two Chairs

Complimentary electrical access

(extension cords not provided)

Outdoor Equipment Display: Avail-

able upon request for a nominal fee with purchase of indoor space.

Networking Opportunities: Visible and available during breaks and evening social.

Recognition/Acknowledgements:

Company name, contact information and a description of product/service in the convention newsletter issue, also recognition at a special appreciation vendor & attendee breakfast.

Meals: One full complimentary convention meal packet.

Additional meals packets - \$100 ea.

Name Badges: Name badges for all pre-registered exhibitors.

Terms & Conditions

Payment Schedule: Full payment is due to SDACC with registration form to guarantee exhibit space.

Cancellation Policy: No refund will be issued after August 1st.

Booth Assignment: SDACC reserves the right to make and/or change booth assignments as it deems appropriate. Every attempt will be made to ensure competitors will not be next to each other.

Booth Set-Up/Tear Down & Staffing: Monday morning is reserved for vendor set up. Tear down is Tuesday afternoon after the final scheduled break. Exhibit booths must be staffed during all exhibit hours.

Lodging Information: Room block listing will be provided upon registration.

Liability, Loss or Damage: Exhibitor agrees it will hold harmless and indemnify SDACC for any loss or damage, expense or penalty arising from any action including an action based upon strict liability or negligence for personal injury or property damage to exhibitor, its employees, guests or property.

Sponsorship and/or Advertising Contract



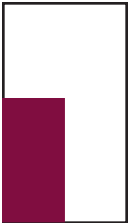
Increase your exposure, visibility and recognition by becoming a contributing sponsor of the South Dakota County Annual Convention!

This event brings 500+ attendees involved in all aspects of county government to one area and provides you a unique marketing opportunity with county decision-makers. Let county officials know you support local government at their convention. Sponsors are recognized with your company name listed in the convention issue of the *County Comment* newsletter, signage posted throughout the facility, and in the slide show that runs continuously.

You may choose to be a full or partial sponsor of an event or simply donate toward the general convention fund. To become a sponsor, please complete the form below indicating which event you would like to contribute to and at what level. Thank you for your support of South Dakota counties.

- | | | |
|--|-------------------|--|
| <input type="checkbox"/> Diamond Sponsor | \$5,000.00 | <input type="checkbox"/> Meals |
| <input type="checkbox"/> Platinum Sponsor | \$3,000.00 | <input type="checkbox"/> Breaks |
| <input type="checkbox"/> Gold Sponsor | \$1,000.00 | <input type="checkbox"/> Social |
| <input type="checkbox"/> Silver Sponsor | \$500.00 | <input type="checkbox"/> General Fund |
| <input type="checkbox"/> Bronze Sponsor | \$250.00 | |

Want to put your products and services in the Convention issue of the *County Comment*? Place an ad in this special newsletter which provides high visibility at a low cost, with each attendee referring to this newsletter numerous times throughout the event. Please check your preferred ad size.

- | | | |
|---|---|---|
|  |  |  |
| Full Page
7.5" W x 10" H
\$342.00
<input type="checkbox"/> | Half Page Horizontal
7.5" W x 5" H
\$199.50
<input type="checkbox"/> | Quarter Page
3.75" W x 5" H
\$130.00
<input type="checkbox"/> |

Ad Guidelines

- Ads must be received by August 1st to be printed in the convention issue of the newsletter.
- Ads must be provided camera-ready. Preferred electronic format is PDF.
- If providing an electronic ad, minimum of 300 dpi @ 100% of size.
- Ads may be supplied on CD. Please also fax or mail a hard copy proof.

Company Name: _____

Contact Person: _____

Mailing Address: _____

City, State, Zip Code: _____

Phone: _____

Fax: _____

Contact Person Email: _____

To be listed in the Convention issue of the *County Comment* as a sponsor and/or advertiser, please complete contract and enclose payment to the address below:

South Dakota Association of
 County Commissioners
 211 East Prospect Avenue
 Pierre, SD 57501
 Phone: (605) 224-4554
 Fax: (605) 224-4833
 Email: info@sdcountrycommissioners.org

We certainly appreciate your time to consider participating in this year's event and look forward to hearing from you soon!