

## 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**

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Kris Jacobsen, Deputy Director

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## 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 8 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 \$300.**

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

- **Subscription to the “County Comment” e-newsletter.** The “County Comment” is the official electronic publication of the South Dakota Association of County Commissioners. It is distributed quarterly to all South Dakota County Commissioners, elected officials 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. Three issues will be electronic with a print copy available as the “County Convention” issue.
- **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.sdcountycommissioners.org](http://www.sdcountycommissioners.org) 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 **\$300.00**. Companies can join the South Dakota Association of County Commissioners (SDACC) at any time, but membership runs on the calendar year.

## 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 \$300

For more information, contact:

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# COUNTY COMMENT

*South Dakota Association of County Commissioners*

Please consider the SDACC Electronic newsletter titled the “*County Comment*” in your company’s advertising media plans. The “*County Comment*” is the official e-newsletter of the South Dakota Association of County Commissioners. It is distributed three times each year with a special print issue published in September prior to the annual county convention. We know that even the most well-intentioned email publications can quickly become clutter if the content and frequency aren’t purposeful, so we strive to ensure that the content is useful and relevant for members.

The “*County Comment*” is emailed 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.

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

## *County Comment E-Advertising Information*

<b>Ad Size</b> W X H - 2” X 2” (144 px X 144 px)	<b>Insertion Rate</b> - \$50.00 / issue	<b>Ad Specifications:</b> JPEG, GIF or PNG.
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### Advertising Order

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please complete and return this advertising order form and ad as early as possible to reserve your ad space.  
 Ads accepted by Email. Questions and comments are always welcome.

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