

The State of New York



EMPIRE STATE

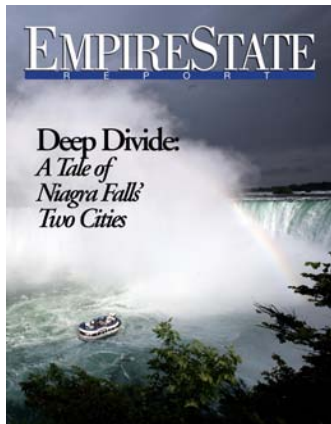
R E P O R T

EMPIRE STATE

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Empire State Report, the magazine of politics, policy and the business of government in New York State, is the only government affairs publication that

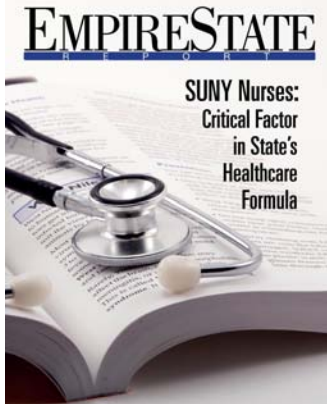
reaches all of the state's senior municipal and town executives and financial decision makers (mayors, town supervisors, village managers, comptrollers, etc.) Our readers also include all statewide elected officials; all state agency and authority heads; state government managers and senior staff; local and town government officials; public school and college/university administrators; private association executives and business leaders across the state. Monthly updates and archived information from ESR magazine will be available on-line at www.empirestatereport.com.



ESR advertisers represent a wide variety of interests including large multinational companies, small and medium-size businesses, banks and financial institutions, state agencies and authorities, advocacy groups, trade associations and unions, engineering and consulting firms, health care organizations, telecommunications and electric power companies, and many others with a keen interest in state and local government issues.

In addition, Empire State Report develops public policy conferences on key issues affecting state and local government.

A series of public policy forums is in the planning stages.



CIRCULATION

Subscriber Base: 7,500 readers

Percent of Total Demographic Group

- .7% *Federal Government - includes US Congress and federal agencies*
- 10.8% *State Government - includes governor's office, state legislature, state agencies, public authorities and judiciary*
- 60.7% *Local/City/County Government - includes all decision-making bodies*
- 6.8% *Business/Industry*
- 1.7% *Labor*
- 5.4% *Health*
- 5.3% *Education/Libraries*
- 3.6% *Registered Lobbyists and Associations*
- .6% *Media*
- 4.4% *Others Allied to the Field*

For more information on advertising, special sections, or conferences and conference sponsorships, please contact Gina Balog, phone (914) 966.3180, Ext. 113, fax (914) 966.3264, or g@cinn.com.

2011 ADVERTISING RATES

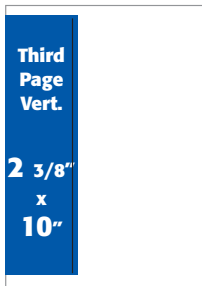
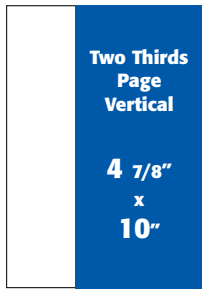


Please note that rates represent NO INCREASE in the last four years!

(rates are gross rates per insertion)



Trim Size of full page is 8 1/2" x 11"



Black and White

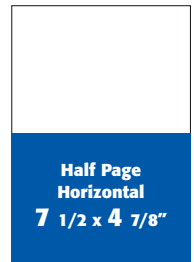
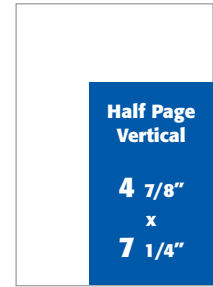
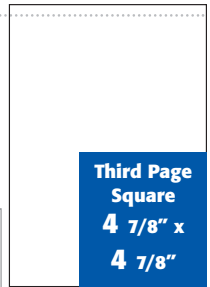
	1X	3X	6X	9X	12X
FP	3635	3475	3330	3225	3105
2/3	2778	2640	2530	2440	2370
1/2	2445	2325	2231	2160	2085
1/3	2090	1990	1905	1845	1785

Two Color

	1X	3X	6X	9X	12X
FP	4060	3900	3755	3650	3530
2/3	3203	3065	2955	2865	2795
1/2	2870	2750	2656	2585	2510
1/3	2515	2415	2330	2270	2210

Four Color

	1X	3X	6X	9X	12X
FP	4510	4350	4205	4100	3980
2/3	3653	3515	3405	3315	3245
1/2	3320	3200	3106	3035	2960
1/3	2965	2865	2780	2720	2660



AD DIMENSIONS

(dimensions are calculated in inches with width appearing first)

FULL PAGE (bleed):	8 1/2 x 11 Trim Size
	8 3/4 x 11 1/4 Bleed Size
FULL PAGE	
(non-bleed live matter size):	7.5 x 10
2/3V PAGE:	4 7/8 x 10
1/2 PAGE:	4 7/8 x 7 1/4 vertical
	7.5 x 4 7/8 horizontal
1/3 PAGE:	2 3/8 x 10 vertical
	4 7/8 x 4 7/8 square
SPREAD:	17 x 11 trim
	17 1/2 x 11 1/4 bleed

DEADLINES:

Space - 10th of month prior to publication
Materials - 15th of month prior to publication

MATERIAL SPECIFICATIONS

We will accept:

- PDF Files via Email, or CD/DVD, *Macintosh platform*, QuarkXpress 8. Adobe Photoshop CS3, Adobe Illustrator CS3. Fonts and graphics files must be included. Supply hard copies of ad. FTP site available for upload if required. Please call or email for the instructions.

PDF FILES: If you submit PDF files they must be saved as Press Optimized CMYK for proper reproduction. NO SPOT COLOR ADS.

Please supply hard copies of ad also.

BLEED - add 10% to space charge • **COVERS** - add 15% to space charge

SPREAD - add \$1,185 • **PLACEMENT** - add 15% to space charge (covers) -

other placements cannot be guaranteed.

SUBMIT ADVERTISING

MATERIALS TO:

Empire State Report
 131 Alta Avenue
 Yonkers, NY 10705

EMAIL: g@cinn.com

SAMPLES can be

faxed to
 (914) 966.3264

PLEASE CALL

(914) 966.3180 x113
 with any questions
 regarding specs,
 graphics, or materials.

EMPIRE STATE

R E P O R T

2011 PLANNING CALENDAR

Main Feature

Special Reports In Focus

Conferences & Supplements

January

Healthcare

February

Legislative Year

Employer Issues: Workers' Comp
Focus: Binghamton

March

Municipal Insurance

Employer Issues: Pensions
Focus: Syracuse

April

Taxes

Municipal Accounting
Focus: Garden City, LI

May

Engineering Architecture
and Design

"Main Street" Standards
Focus: Newburgh

June

Selling NY - Part I
Cross Border, Foreign Trade

Economic Development
Infrastructure Projects

July-
August

Selling NY - Part II: Tourism Outlook
The Budget in Depth

Focus: Greater Saratoga

September

Selling NY - Part III: Excellence
Nanotech, Education, Science

Hospitals in Crisis
Focus: Rochester

October

Energy
Off Season Economics in
Tourist Locations

IPPNY
Focus: Canadian Provider

November

Healthcare: Demographics
Election Outlook

The Medical Profession
Focus: Book of Regrets

December-

The Election Impact
The Legislative Year Ahead

New York - Washington
Focus: AMTRAK

** Please note: The Editorial schedule is subject to change without notice. For more information on editorial forecasting, special sections and supplements (sponsorship or content), and conferences, please contact Steve Acunto, Publisher, at phone: (914) 966.3180, Ext. 110, fax: (914) 966.3264, or email: sa@cinn.com.

Empire State Report is
NEW YORK STATE'S Forum for Leaders!
Contact Us Today!