



# EMPIRE STATE

R E P O R T

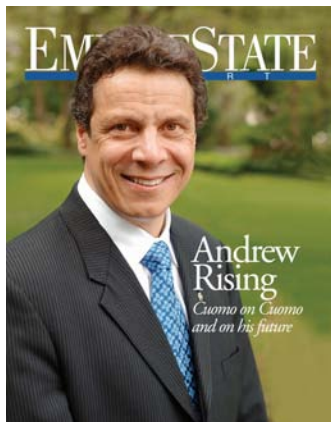
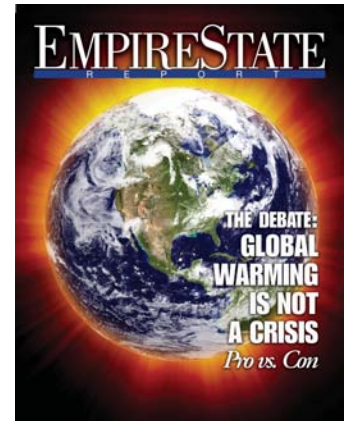
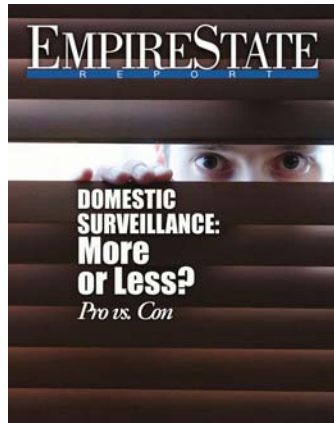
Empire State Report, the magazine of politics, policy and the business of government in New York State, is the only

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](http://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:** 22,000 readers

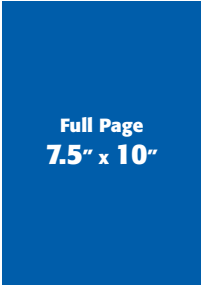
### Percent of Total Demographic Group

- .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 Maria Chiulli, Associate Publisher: phone (914) 966.3180, Ext. 119, fax (914) 966.3264, or [mchiulli@cinn.com](mailto:mchiulli@cinn.com).

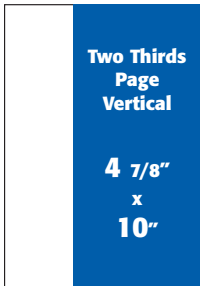
# 2008 ADVERTISING RATES

(rates are gross rates per insertion)



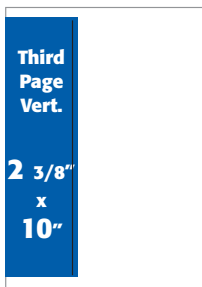
Full Page  
7.5" x 10"

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



Two Thirds  
Page  
Vertical

4 7/8"  
x  
10"



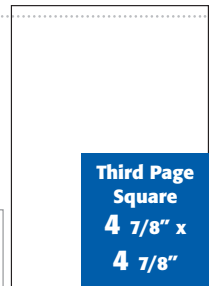
Third  
Page  
Vert.

2 3/8"  
x  
10"

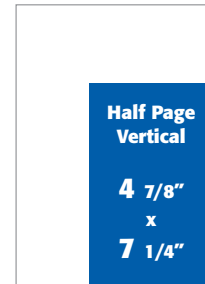
Black and White	1X	3X	6X	9X	12X
FP	3635	3475	3330	3225	3105
2/3	2778	2640	2530	2440	2370
1/2	2445	2325	2231	2160	2085
1/3	2090	1990	1905	1845	1785

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

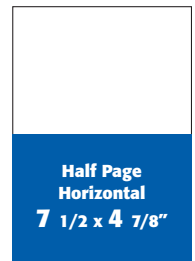


Third Page  
Square  
4 7/8" x  
4 7/8"



Half Page  
Vertical

4 7/8"  
x  
7 1/4"



Half Page  
Horizontal  
7 1/2 x 4 7/8"

## AD DIMENSIONS

(dimensions are calculated in inches with width appearing first)

<b>FULL PAGE</b> (bleed):	8 1/2 x 11 Trim Size
	8 3/4 x 11 1/4 Bleed Size
<b>FULL PAGE</b> (non-bleed live matter size):	7.5 x 10
<b>2/3V PAGE:</b>	4 7/8 x 10
<b>1/2 PAGE:</b>	4 7/8 x 7 1/4 vertical
	7.5 x 4 7/8 horizontal
<b>1/3 PAGE:</b>	2 3/8 x 10 vertical
	4 7/8 x 4 7/8 square
<b>SPREAD:</b>	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, on Zip Disk or CD, Macintosh platform, QuarkXpress 6, Adobe Photoshop 7, Adobe Illustrator 10. Fonts and art files must be included. Supply hard copies of ad. When ads are submitted as QuarkXpress file for PC, substitution of fonts is necessary. 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

## 2008 PLANNING CALENDAR

The new administration in Albany led by Governor Eliot Spitzer (featured on our magazine's cover several times during his career) will dictate our covers and features to a great degree. At this writing, the Governor will be setting State priorities for 2008 and ESR will cover them in depth, possibly re-arranging this list from time to time as the agenda changes.

Squarely on the Governor's radar screen are issues centered upon:

1. Healthcare Costs and Delivery
2. Reforms – Government transparency
3. Insurance Sector Change
4. Upstate Development
5. Taxes

We have plotted healthcare and reform agenda coverage in each issue and will focus upon these feature areas in upcoming issues:

February	Healthcare	September	Education
March	Affirmative Action - Debate	October	Election Preview
April	Healthcare	November	2009 Session Priorities
May	Insurance in Focus	December- January 09	Mega Trends: - Energy - Labor - Medical Technology in New York - Projects in Progress
June	The Session Just Concluded		
July/August	Personalities: Mayor of the Year, et al		

\*\* 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 Maria Chiulli, Associate Publisher, at phone: (914) 966.3180, Ext. 119, fax: (914) 966.3264, or email: mchiulli@cinn.com.

Empire State Report is  
**NEW YORK STATE'S** Forum for Leaders!  
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