

County

- Reaches largest audience for Texas county decision makers
- In-depth coverage of key county issues
- Winner of more than 50 awards for writing and design
- Highlights innovations in county government programs
- Improves cross-courthouse communication



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County

To Thrive,
Educate Thyself

• EDUCATE THYSELF
• ONLINE, IN-TIME
• TO ABATE, OR NOT
• FEE, FINE, FO, FEE
• COSTLY HEALTH
• SHIPWRECK DISPLAYS

**GOOD
GOVERNMENT,
GOOD
BUSINESS**

Affecting Counties

County has excellent articles on issues that are directly affecting counties. They hit all areas. They are very in tune to legislation affecting counties and their articles go into details that can help county operations. Their articles are very educational.

—Taylor County Commissioner Stan Egger

Best Practices

I'm interested in the different best practices that are highlighted in *County* magazine. I believe that the best ideas are the stolen ideas. I like to see what people are doing, adapt them and incorporate them.

—Travis County Constable Bruce Elfant

Timely, Helpful Information

I find that it is a very valuable resource for a number of reasons. First, I like to know what's going on around the state with folks in our business. Then, I read it for information provided in the articles. They are very timely. I can go to it for the state of Texas jails and other helpful information. I look forward to my copy coming.

—Brazos County Sheriff Chris Kirk

Networking Resource

I work for the county and I'm interested in what other counties are doing. If we're doing a project and read that another county is doing the same thing, then I can call them and not reinvent the wheel. I see it as a networking resource and I do notice the ads for businesses.

—Travis County Purchasing Agent Cyd Grimes

Current Issues & Courthouses

I think it addresses some of the current issues that people are facing or will be facing really well. I like that it highlights the courthouse and the history is really interesting. There's always some little tidbit I didn't know.

—Fort Bend County Clerk Dianne Wilson

We know county government like no one else.

County is the bi-monthly magazine of the Texas Association of Counties. Formed in 1969, the Association is an umbrella organization that represents all 254 Texas counties. It provides a broad range of services to county officials, including government relations, risk management pools, communications, education, technical and legal assistance, as well as research and data services.

For more than 25 years, the goal of *County* has been to share insight on key issues, provide information to help county officials do their jobs and improve cross-courthouse communication. We take pride in presenting factual and informative articles on challenges officials face, solutions counties are implementing and what counties can expect in the future. With a proven track record of consistency and high editorial standards, readers trust our content.

County is the Choice

6,100 + READERS STRONG

If county officials and staff could choose only one publication to best represent all functions and offices in county government, *County* would be the choice. It is the only publication that corresponds with every elected official and major department heads in Texas county government. The 6,100+ readers include county purchasing agents and those who make buying decisions. The editorial staff makes great effort to provide comprehensive content that is relevant to all county offices.

100%
distribution among elected
county officials and major
department heads



- **KEY** county supervisors and selected staff
- **ALL** Texas county purchasing agents
- **ALL** members of Texas Legislature and U.S. Congress from Texas
- **CORPORATIONS** and other businesses in the private sector

Elected officials include county judges, commissioners, county attorneys, district attorneys, district clerks, county clerks, county/district clerks, sheriffs, tax assessor-collectors, treasurers, justices of the peace, constables and auditors.

Why County?

REACHES THE WIDEST AUDIENCE IN TEXAS COUNTY GOVERNMENT.

County reaches all county officials and many key supervisors and staff. County also enjoys a good reputation among legislators and state officials.

NATIONALLY RECOGNIZED WITH MORE THAN 60 AWARDS. The National Association of County Information Officers recognizes County year after year for its exemplary writing, editing, art, graphic design and photography.

READERS TRUST OUR CONTENT. County offers a proven track record

of consistently high editorial standards. The editorial staff ensures that readers have all their questions answered, know where to get help and how to find resources.

HIGHLIGHTS INNOVATIONS IN COUNTY GOVERNMENT. TAC's County Best Practices Awards highlight cutting-edge programs in county government. With award winners regularly covered in the magazine, county officials and their staff look to County for ideas on innovation and improvement of county programs.



Some of the goods and services that counties purchase:

- Vehicles
- Buildings
- Air conditioning
- Heavy equipment
- Furniture
- Computers
- Computer software
- Office equipment
- Pharmaceuticals
- Food
- Clothing
- Televisions
- Guns and ammunition
- Buoys
- Boats
- Helicopters
- Ambulances
- Medical equipment
- Uniforms
- Paper
- Asphalt
- Carpets
- Blinds
- Sheets
- Utensils
- Radio tower service
- GPS services
- Audio-visuals
- Erosion control
- Microfilm equipment
- Election equipment
- Vehicle parts and maintenance
- Janitorial supply
- Human resource services
- Legal services
- Drug testing
- Billing and collection services
- Landscaping services
- Weed and grass control equipment
- Billing and collection services

“It’s like having a house, a business and a whole community that you provide goods and services to. You name it and just about everything, counties buy. The only thing I know that we don’t buy is alcohol.” —Travis County Purchasing Agent Cyd Grimes

Good Government, Good Business

COUNTY GOVERNMENT IS BIG BUSINESS. As a greater number of federal and state responsibilities have been mandated to the local level, Texas counties are delivering a growing list of services and working “smarter and harder” to respond to the ever-changing needs of our dynamic state.

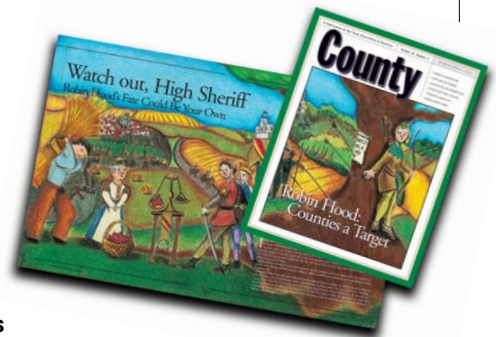
Whether your business is large or small, chances are that you offer goods and services that counties purchase on a regular basis. County government provides services to maintain our roads and bridges, parks, criminal justice system, local health care and emergency care, records management, disaster relief, administration and more.

HIGH STANDARDS OF EXCELLENCE.

The National Association of County Information Officers, an affiliate of the National Association of Counties, with members from 3,066 counties, boroughs and parishes across the United States, holds the Awards of Excellence Competition each year to honor the best public information and community



outreach efforts from counties nationwide. Since 1993, the TAC Department of Communications has won more than **60 awards for superior, excellent, and meritorious efforts.** County has also won the coveted Best in Class for the publication and its writing.



- 4 Best in Class
- 12 Superior
- 21 Excellence
- 15 Meritorious





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