

County

A Publication of the Texas Association of Counties

MEDIA KIT



Good
Government,
Good
Business.

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We know county government like no one else.

County is the quarterly 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 30 years, the goal of *County* has been to share insight on key issues, provide information to help county officials do their jobs, and educate the public on the important role county government plays in Texas. With a proven track record of consistency and high editorial standards, readers trust our content.

County is the Choice

6,300+ READERS STRONG

If county officials and staff could choose one publication to best represent all functions and offices in county government, *County* would be the choice. Among the more than 6,300 readers include county purchasing agents and those who make buying decisions. The editorial staff makes great effort to provide comprehensive content that matters.

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.



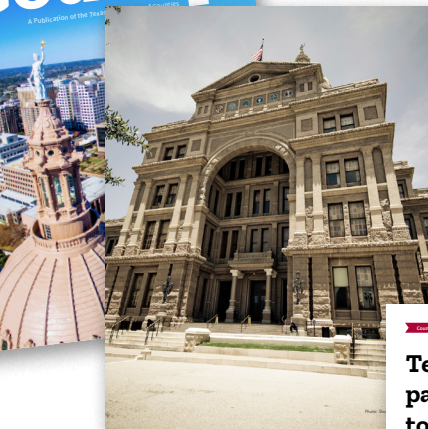
Why County?

Reaches a wide audience in Texas. *County* reaches all county officials and many key supervisors and staff. *County* also enjoys a good reputation among legislators, state officials and the public at-large.

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. The awards have included five Best in Class titles, as well as many Superior, Excellence and Meritorious honors.

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. *County* writers are constantly combing resources and building connections with counties to find the most cutting-edge programs in county government. County officials and their staff look to *County* for ideas on innovation and improvement of county programs.



TAC is the voice of county government in Austin

By Noe Barrios, Legislative Services Director,
Texas Association of Counties

The 87th Texas Legislature is underway, and that means there is much work to be done to strengthen the state's county governments and their ability to meet the unique needs of their communities. The Texas Association of Counties is actively engaged with state and federal leaders on the pressing issues facing counties, county officials and county staff.

an honest analysis. Heading into one of the most challenging legislative sessions to date, the team is a county officials' most trusted resource and source of information. The Texas Association of Counties is actively engaged with state and federal leaders on the pressing issues facing counties, county officials and county staff.

Texas counties leverage partnerships, creativity to improve accessibility

Americans with Disabilities Act was signed into law 31 years ago

By Erica MacGregor

July 26 marks the 31st anniversary of the signing of the Americans with Disabilities Act. Since counties provide essential services, ensuring those services are accessible to everyone is critical, besides being mandated by law. *County* magazine highlights three examples of county initiatives that have improved residents' experience with local government.



Accessible parking enforcement volunteer program

Since County Executive Patrick S. uses citizen volunteers to assist with accessible parking enforcement, Constable Carlos Lopez says the program has been in place since 1995, after the passage of House Bill 2083 by the Texas Legislature in 1995. Texas County Executive S. was the first entity to create an accessible parking enforcement volunteer program.

"Some people, when they go to the grocery store and see a vehicle parked in disabled parking without a placard, think, 'I wish I had a ticket book to write them a ticket!'"

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.



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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
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- Billing and collection services



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