



# Campaigns & Elections<sup>®</sup>

2011 Media Kit and Rates

## PUBLISHER'S LETTER

Since its inception 31 years ago, *Campaigns & Elections* magazine has been providing political professionals with the best and most in-depth coverage of the trends, strategies, technologies and players shaping the business of politics. And we fully intend to continue this going forward.

In August of 2010, *Campaigns & Elections* launched an iPad application, which is available for download on iTunes. The iPad is truly revolutionizing the way information is distributed and consumed and *Campaigns & Elections* has embraced this new technology to be able to provide its award winning content to busy, on-the-go political professionals twenty four hours a day, seven days a week.

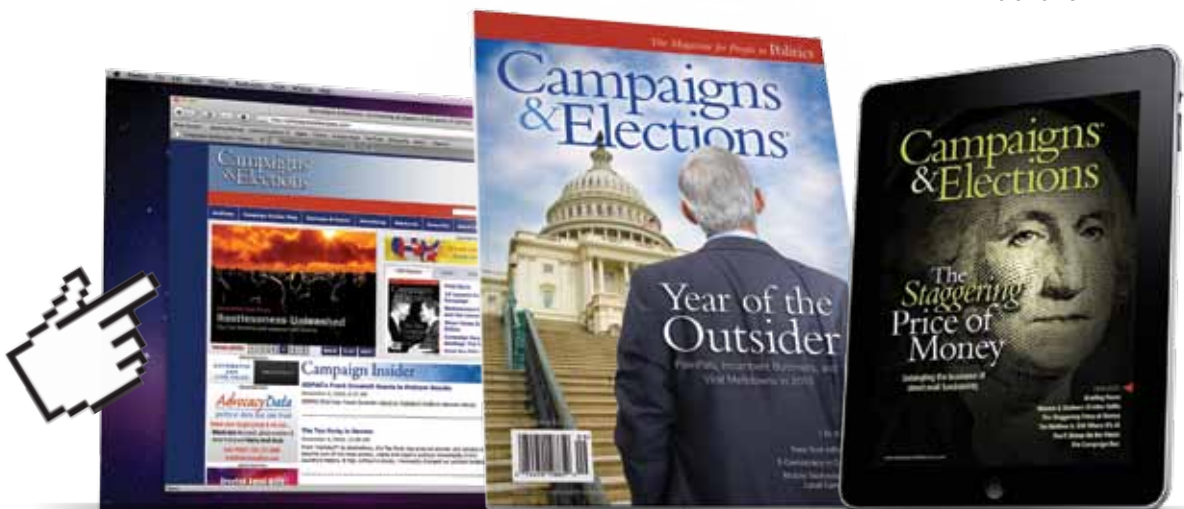
You will see a redesigned *Campaigns & Elections* website for 2011 with new functionality a new look and a more user friendly design. Campaignsandelections.com is your hub for industry events, political news and resources such as the Political Pages Directory, Rising Stars, Win/Loss and the Influencers lists. You can also subscribe to the magazine in print and digital format as well as register to receive our monthly email newsletter.

For advertisers and marketers looking to reach an elusive audience of political professionals who control the purse strings to *billions of dollars* in campaign spending, *Campaigns & Elections* has the market covered; in print, online, in person, and on the iPad. No other publishing company has the ability to help you reach prominent political decision makers inside and outside the beltway like *Campaigns & Elections* does. We look forward to working with you in 2011 and for years to come.

Sincerely,



Paul Plawin  
Publisher



# AUDIENCE OVERVIEW

*Campaigns & Elections* serves a market of elusive political professionals who collectively spend billions of dollars per election cycle on direct mail, voter data, TV ads, radio ads, newspaper ads, Internet ads, email marketing, social media, phones, and other products and services designed for use in federal, state and local campaigns.

The political market consists of political consultants, campaign managers, media buyers, government executives, fund raisers, public affairs executives, lobbyists, and nonprofit executives who work behind the scenes throughout the year to develop campaigns designed to win elections.

What they see and read in *Campaigns & Elections'* media properties has a direct effect on their overall success, which is why so many organizations rely on *Campaigns & Elections* to help them get their message in front of this elusive audience.

*It has been reported that spending on political advertising for candidates will exceed \$4 billion in 2010, up from \$2.1 billion that was spent in the presidential election cycle in 2008.*

Source: Borrell Associates



**69%** of readers say that spending decisions are influenced by what they read in *Campaigns & Elections*.

## An Influential, Political Audience...\*

**87%** have purchased printing of brochures, signs, posters and booklets.

**75%** have been involved in six or more political campaigns during the last 10 years; of those, 40% have been involved in more than 20 campaigns.

**74%** have purchased TV, radio, newspaper or billboard advertising.

**65%** control campaign spending worth more than \$100,000 in a cycle.

**33%** control more than \$1 million in campaign spending.

**65%** pass the magazine along.

**85%** keep back issues of *Campaigns & Elections* to use as a reference.

**83%** have regular direct contact with elected officials.

\*Based on a survey of C&E subscribers with 635 completed interviews. Analysis and tabulation done by the Communications Center Inc., Washington, D.C., Louisville, Ky., and Indianapolis, Ind. and a survey of 341 C&E subscribers by HRA Research.

## How much political or public affairs spending do you influence per campaign cycle?

More than \$1,000,000 .....	18%
\$250,000 - \$1,000,000 .....	14%
\$100,000 - \$250,000 .....	12%
\$50,000 - \$100,000 .....	7%
\$15,000 - \$50,000 .....	12%
Less than \$15,000 .....	17%

## How would you describe your professional background? (check all that apply)

Political / campaign professional .....	59%
Political activist .....	35%
Campaign volunteer .....	28%
Public affairs consultant .....	17%
Student/ teacher .....	17%
Government employee .....	14%
Politics junkie, but I don't work in politics or public affairs .....	14%
Elected official or political appointee .....	12%
Lobbyist .....	13%
Retired .....	9%

## DISTRIBUTION

*Campaigns & Elections* is constantly evolving to stay on the cutting edge of content distribution. To that end, we are able to deliver content to political professionals who are busy and on-the-go through multiple touch points.

Combined, our reach exceeds 30,000 readers on a monthly basis.



### IN PRINT

*Campaigns & Elections* magazine



### ONLINE

CampaignsandElections.com, *Campaigns & Elections* e-newsletter



### IN PERSON

*Campaigns & Elections* seminars and conferences



### DIGITAL EDITIONS

U.S., Canadian, and Latin American digital editions



### iPAD

*Campaigns & Elections* iPad application

# Editorial and Planning Calendar 2011

Issue	Editorial Theme	Space Close	Editorial Focus	Bonus Distribution
JANUARY	<b>YEAR AHEAD</b> Featuring highlights of upcoming elections, and an overview of the political landscape at a glance.	Space Close: 12/3 Materials Due: 12/10	<b>Spotlight:</b> Political Advertising (TV and Radio) <b>Influencers:</b> Ohio	REED Awards
FEBRUARY	<b>THE INNOVATIONS ISSUE</b> The latest developments in campaign management including new media and technology, profiles of innovators and cutting-edge ideas about the future of electioneering.	Space Close: 1/6 Materials Due: 1/13	<b>Spotlight:</b> Political Media Buying and Placement <b>Influencers:</b> Florida <b>Special Feature:</b> REED Award Recipients	
MARCH	<b>BOARDING PASS ISSUE</b> Featuring a case studies from campaigns abroad, consultants working in international campaigns and tips from professionals interested in working overseas.	Space Close: 2/3 Materials Due: 2/9	<b>Spotlight:</b> New Media <b>Influencers:</b> New Jersey <b>Special Feature:</b> Reed Awards Recap	Politics Online
POLITICAL PAGES	<b>ANNUAL DIRECTORY OF POLITICAL CONSULTANTS</b> Media buying and placement, media consultants, mapping, printing, blogs, lists, fundraising, polling, phones, voter lists, direct mail and many more.	Space Close: 2/3 Materials Due: 2/9	AAPC Membership Roster IAPC Membership Roster Advocacy Book - Public Affairs and Grassroots Lobbying	
APRIL	<b>TALKING HEADS</b> Featuring profiles of leading political pundits and media personalities; C&E readers' poll results for "Favorite Talking Head" and "Favorite Talk Politics' Show."	Space Close: 3/8 Materials Due: 3/14	<b>Spotlight:</b> Polling and Targeting <b>Influencers:</b> Iowa	
MAY	<b>THE MONEY ISSUE</b> Campaign spending and fundraising reports, profiles of leading political fundraisers and tips for successful fundraising strategies.	Space Close: 4/5 Materials Due: 4/12	<b>Spotlight:</b> Fundraising <b>Influencers:</b> North Carolina <b>Special Feature:</b> Politics Online Recap	
JUNE	<b>RISING STARS</b> C&E's annual list of young guns in politics and political management.	Space Close: 5/6 Materials Due: 5/13	<b>Spotlight:</b> Telephones and Mobile Messaging <b>Influencers:</b> Michigan	The Art of Political Campaigning
JULY	<b>THE PARTY ISSUE</b> Profiles of top party leaders across the country and successful partisan strategies.	Space Close: 6/3 Materials Due: 6/10	<b>Spotlight:</b> GOTV and Voter Mobilization <b>Influencers:</b> Arizona <b>Special Feature:</b> June conference recap	
AUGUST	<b>K STREET ISSUE</b> Profiles of leading lobbyists and public affairs professionals and firms; C&E's exclusive list of "Top Ten" Washington DC-based lobbyists and "Top Ten" state-based lobbyists.	Space Close: 7/6 Materials Due: 7/12	<b>Spotlight:</b> Earned Media <b>Influencers:</b> Maryland	
SEPTEMBER	<b>BACK TO SCHOOL</b> Profiles of leading academic training programs for political professionals, instructors, academics and alumni.	Space Close: 8/8 Materials Due: 8/12	<b>Spotlight:</b> Careers, Job Placement, Client Development <b>Influencers:</b> South Carolina	
OCTOBER	<b>GOING LOCAL</b> Highlights and case studies of successful campaigns for local offices nationwide.	Space Close: 9/5 Materials Due: 9/9	<b>Spotlight:</b> Newspaper and Outdoor Advertising <b>Influencers:</b> Colorado	
NOV/DEC	<b>SCORECARD</b> Highlights from November elections and reflections on firms' success and failures.	Space Close: 10/7 Materials Due: 10/13	<b>Spotlight:</b> Direct Mail <b>Influencers:</b> Nevada <b>Special Feature:</b> Annual Win/Loss Record	

# RATES

## PRINT

Four Color	1X	3X	6x	9x	12x
Cover Tip	\$5,200	\$5,050	\$4,850	\$4,680	\$4,420
Gatefold	\$9,250	\$8,510	\$7,863	\$7,400	\$6,938
Premium Pages	\$4,150	\$3,818	\$3,528	\$3,320	\$3,113
Full Page	\$3,773	\$3,471	\$3,207	\$3,018	\$2,830
Junior Page	\$2,648	\$2,436	\$2,251	\$2,118	\$1,986
1/2 Page	\$2,198	\$2,022	\$1,868	\$1,758	\$1,649
1/3 Page	\$1,798	\$1,654	\$1,528	\$1,438	\$1,349
1/6 Page	\$920	\$846	\$782	\$736	\$690

Black and White	1X	3X	6x	9x	12x
Full Page	\$3,500	\$3,220	\$2,975	\$2,800	\$2,625
Junior Page	\$2,450	\$2,254	\$2,083	\$1,960	\$1,838
1/2 Page	\$1,999	\$1,839	\$1,699	\$1,599	\$1,499
1/3 Page	\$1,622	\$1,492	\$1,379	\$1,298	\$1,217
1/6 Page	\$805	\$741	\$684	\$644	\$604

*Campaigns & Elections* is the only true source for the business side of politics. The great thing about the magazine is that it is read by practitioners at all levels, as well as other students (or teachers) of the game. Here's the result: when we advertise with *Campaigns & Elections*, our ads get seen by the right people. It's healthy for our visibility, not to mention our bottom line.

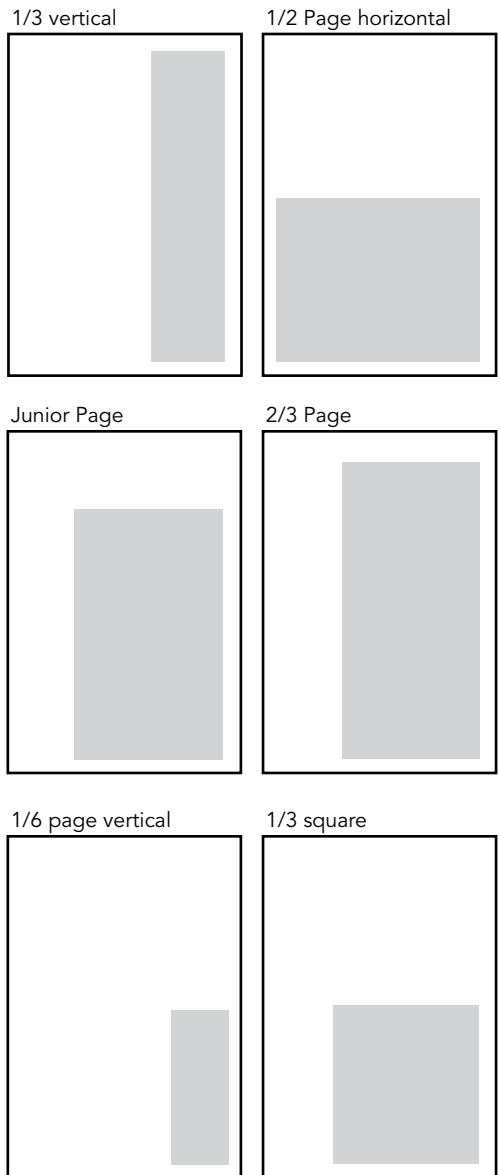
—Adam Geller, National Research Inc.

## ONLINE CampaignsAndElections.com

Unit	Ad Size	Placement	1x	3x	6x	9x
Leaderboard 1	728x90	ROS	\$1,500.00	\$1,425.00	\$1,275.00	\$1,125.00
Leaderboard 2	728x90	ROS	\$1,000.00	\$950.00	\$850.00	\$750.00
Rectangle 1	300x250	ROS	\$1,000.00	\$950.00	\$850.00	\$750.00
Rectangle 2	300x250	ROS	\$1,000.00	\$950.00	\$850.00	\$750.00

## SPECS: *Print*

	Width	Height
Trim size (full page)	7 7/8"	10 3/4"
Live copy area	7.625"	10.5"
Double page spread bleed	16"	11"
Full-page bleed	8.125"	11"
2/3 page vertical	3.875"	10"
Junior page	4.875"	6.75"
1/2 page horizontal	6.875"	5"
1/3 page vertical	1.875"	10"
1/3 page horizontal	6.875"	1.875"
1/3 page square	5"	4.875"
1/6 page vertical	1.875"	5"
1/6 page horizontal	5"	1.875"



• Please note that all ads are accepted in digital format 300dpi, CMYK tiff or Press-Ready PDF format. No other format will be accepted.

- All cover positions are four-color.
- 3X insertion order must be completed within six issues.
- 6X insertion order must be completed within nine issues.
- 10X insertion order must be completed within 14 issues.
- Insert card priced as two full pages, plus printing costs, only when available.
- For guaranteed positions and consecutive placements, add 20 percent.
- Special cover wraps available for controlled circulation copies.
- All advertising subject to publisher's approval.
- Rates effective January 2009; subject to change without notice.
- Commission of 15 percent of gross billing in space, color, bleed and position is allowed to recognized agencies, provided invoice is paid.

### Ship Digital Files To:

Intellisphere, LLC  
666 Plainsboro Road, Suite 300  
Plainsboro, NJ 08536  
Attention: Kristin Grogg

### Or via our ftp site:

HOST: ftp.hcplive.com  
USERNAME: guest\_politics  
PASSWORD: guest\_media

For more information regarding print ad specifications, contact Kristin Grogg at kgrogg@mdng.com or (609) 716-7777



*Over thirty years of covering campaigns...*

## SPECS: *Online, Newsletter, iPad*



### ONLINE BANNER ADS

**Resolution:** 72 dpi

**File size:** 12K maximum

**Dimensions:**

Leaderboard– 728 x 90 pixels

Rectangle– 300 x 250 pixels

**Flash or Gif accepted.**

### NEWSLETTER ADS

**Resolution:** 72 dpi

**File size:** 12K maximum

**Dimensions:**

Leaderboard– 728 x 90 pixels

Rectangle– 300 x 250 pixels

**JPG or Gif accepted.**

*Look for our website  
redesign in 2011*

### IPAD OPPURTUNITIES

#### ANIMATION

- Video file (animated / non-static)
- Appears on either the "application" level for 1 year or on the "cover" level forever (except launch issue)

**Specs:** Video file in .m4v format. 5-second maximum animation run. 300 x 240 / 600 KB max.

#### TABLE OF CONTENTS

- 2 banner ad units: horizontal and vertical
- Ads may link to website / video ads
- Sponsorship includes both ad units
- Ads are non-rotating (exclusive)
- Static ads (non-animated)

**Specs:** 460 x 600 vertical. 728 x 90 horizontal.  
Both ad units @ 132 dpi.

#### FULL SCREEN INTERSTITIALS

- Ads appear in between articles
- Ads appear [additionally] for 2-seconds prior to a sponsored article (and post-tap from TOC)
- Ads may link to website / video ads
- Ads are non-rotating (exclusive)
- Static ads (non-animated)

**Specs:** 1,024 x 768 full size. Ad unit @ 132 dpi.

Call for more information and rates



## CONTACT INFORMATION

### Advertising, Marketing, and General Questions

Paul Plawin  
Publisher  
pplawin@campaignsandelections.com  
703-778-4025

### Political Programs, Seminars, and Conferences

Molly Hock  
Director of Political Programs  
and Operations  
mhock@campaignsandelections.com  
703-778-9013

### Advertising Department

Emily Leonard  
Account Manager –  
Advertising Sales  
eleonard@campaignsandelections.com  
703-778-4021

Megan Simpson  
Events Development Associate  
msimpson@campaignsandelections.  
com  
703-778-4022

Kate O'Connor  
Account Manager –  
Sponsorship Sales  
koconnor@campaignsandelections.com  
703-778-9009