



# AMCAM'S FOUR PARTICIPATION LEVELS OFFER SOMETHING FOR EVERY MARKETING NEED AND BUDGET!

## All AMCAM levels include the following basic benefits:

- Inclusion in the 2012 AMC Service Directory (published in January as part of the Minnesota County Directory).
- Listings in Minnesota Counties and on AMC's web site at [www.mncounties.org](http://www.mncounties.org) for the entire year!
- Priority selection and price discount on exhibit space at the 2012 AMC Annual Conference in December.
- Discounted advertising in the *Minnesota Counties* newspaper, distributed to 3000+ county, state, and local government readers.
- Discounts on mailing lists from our extensive county database.

...read on to decide which level best suits your specific marketing needs!

## BRONZE \$300

- 1/4 page text listing in the 2012 AMC Service Directory.
- Company listing (including contact information and a company description) on the AMC web site.
- 10% discount on advertising in *Minnesota Counties* and mailing lists from our extensive county database.
- Two (2) complimentary copies of the 2012 Minnesota County Directory and each issue of *Minnesota Counties*.

## SILVER \$800

- 1/2 page text listing plus logo in the 2012 AMC Service Directory.
- Company listing (including contact information and a company description) on the AMC web site.
- 15% discount on advertising in *Minnesota Counties* and mailing lists from our extensive county database.
- Three (3) complimentary copies of the 2012 Minnesota County Directory and each issue of *Minnesota Counties*.

## GOLD \$1300

- Share your company's message *and* image with a HALF-PAGE DISPLAY AD (4.25" x 3.75" inches) in the 2012 AMC Service Directory.
- Company listing and logo (including contact information and a company description) on the AMC web site.
- 20% discount on advertising in *Minnesota Counties* and mailing lists from our extensive county database.
- Four (4) complimentary copies of the 2012 Minnesota County Directory and each issue of *Minnesota Counties*.

## PLATINUM \$1800

- Share your company's message *and* image with a FULL-PAGE DISPLAY AD (4.25" x 7.5" inches) in the 2012 AMC Service Directory.
- Company listing and logo (including contact information and a company description) on the AMC web site.
- 25% advertising discount in *Minnesota Counties*.
- Seven (7) complimentary copies of the 2012 Minnesota County Directory and each issue of *Minnesota Counties*.
- Free mailing lists from our extensive county database.
- Exclusive Platinum AMCAM opportunity to exhibit at the AMC Legislative Conference (held in late March in St. Paul), which has expanded to include attendees from cities, schoolboards and townships!
- Invitation to the annual AMC/MCIT Boards of Directors' Dinner (Sunday night before the start of the Annual Conference).

Plus, use your AMCAM discount on AMC's other marketing opportunities and consistently reach your target audience!

### ADVERTISE IN MINNESOTA COUNTIES

*Minnesota Counties* offers reasonable rates and reliable results! Advertising is cost-effective and it delivers your company's ad to 3000+ county, state and other local government players, in six issues per year!

### EXHIBIT AT AMC'S ANNUAL CONFERENCE

The AMC Annual Conference is county government's premier event--key county government players don't miss it and neither should you! Exhibiting at our Annual Conference Vendor Fair in December is the only way to market your company to all of Minnesota's counties in person!

# 2012 AMCAM APPLICATION

## COMPANY INFORMATION

(Please provide information as it should appear in printed materials/on web site).

Company/Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

Main Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Web Site: \_\_\_\_\_

Services/Products Provided: \_\_\_\_\_

## CONTACT INFORMATION (For office use only - not for publication.)

Contact Name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

## 2012 AMCAM LEVEL

- Platinum \$1800
- Gold \$1300
- Silver \$800
- Bronze \$300

To guarantee inclusion in the 2012 County Directory, please return a copy of this completed application with payment by Wednesday, December 28, 2012.\*

### PLEASE SEND APPLICATION & PAYMENT TO:

Association of Minnesota Counties, Attn: Becky Pizinger  
125 Charles Avenue, Saint Paul, MN 55103-2108

PLEASE MAKE CHECKS PAYABLE TO AMC.

All applications are subject to final approval by the AMC Board of Directors.

\*Companies can join AMCAM at any time during the year, but the program runs on the calendar year. Joining by the above deadline guarantees inclusion in the 2012 County Service Directory in addition to receiving all the other AMCAM benefits for the full year.



125 Charles Avenue, Saint Paul, MN 55103-2108  
Main Line/Switchboard: 651-224-3344, Fax: 651-224-6540

[www.mncounties.org](http://www.mncounties.org)

✂ Detach or send copy of this application with payment.