

AMCAM 2010



**The most efficient & cost-effective marketing program
available to promote your products & services directly to
Minnesota's 87 Counties.**



AMCAM MAKES THE MOST OF YOUR MARKETING BUDGET

The Association of Minnesota Counties (AMC) is a voluntary statewide organization of all 87 Minnesota counties, with the overall goal of helping to provide effective county governance to the people of Minnesota since 1909. In order to achieve this goal, AMC offers counties a wide variety of member benefits, including intergovernmental services, legislative advocacy, education, web and email communications, and a variety of publications.

Another important part of our commitment to counties includes helping to improve how they "do business" by offering exposure to a wide variety of products and services through our Associate Membership, or AMCAM, program.

AMCAM (Association of Minnesota Counties Associate Membership) is the most efficient and cost-effective way to showcase your company to purchasing decision-makers for Minnesota's 87 counties for an entire year. An AMCAM affiliation can play a major role in your marketing efforts, and it benefits counties by identifying potential suppliers in a broad range of services.

AMCAM members include architectural/engineering firms, financial advisors, records management systems, consultants, retirement planners, law firms, computer hardware/software, legal services, office products, construction equipment/heavy equipment and other such firms.

AMCAM is available at four levels, which means there is a level available for every marketing need and budget. You'll see that each level entitles members to certain basic AMCAM benefits, with the higher levels offering an increasing level of participation, visibility, and more exclusive opportunities to reach Minnesota's 87 counties.

We hope you will consider becoming an Associate Member of our organization. Please read on to learn more. For your convenience, an application form is located on the back of this brochure. ■

If you have any additional questions about this exciting marketing opportunity, please contact Becky Pizinger at 651-789-4332 or pizinger@mncounties.org.

**READ ON FOR DETAILS & DETERMINE
WHICH LEVEL IS RIGHT FOR YOU!**

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

All AMCAM levels include the following basic benefits:

- Inclusion in the 2010 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 for the entire year!
- Priority selection and price discount on exhibit space at the 2010 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 2010 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 2010 Minnesota County Directory and each issue of *Minnesota Counties*.

SILVER \$800

- 1/2 page text listing plus logo in the 2010 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 2010 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 2010 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 2010 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 2010 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 2010 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!

2010 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: _____

2010 AMCAM LEVEL

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

To guarantee inclusion in the 2010 County Directory, please return a copy of this completed application with payment by Monday, December 28, 2009.*

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 2010 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

✂ Detach or send copy of this application with payment.