

About Us

Politics. Policy. Personalities. Reach the Most Influential Leaders in New York City and State.

The Capitol provides a cost-effective advertising venue to enhance and reinforce your organization's lobbying and advocacy campaigns.

The Capitol publishes 18 times a year, targeting the public officials and policy makers who shape New York State politics. Coupled with its regularly-updated companion website, NYcapitolnews.com, The Capitol provides the substantive analysis of policy and politics often missing in other coverage. The Capitol also covers the lighter side of political life, with articles about celebrities of interest to those involved in the political Albany world and all 62 counties.

Awarded:

*Best Coverage of
Local Government
in New York State*

— New York Press
Association, 2009

The Capitol is the forum for ideas and interests for the elected officials, those who work for them and those who work with them.

For the advertiser, The Capitol and nycapitolnews.com provide effective and targeted legislative advertising venues for reaching the most influential leaders and political professionals in New York State.

“You’ve done a wonderful job covering city government, so that people’s awareness has moved to another level.” -State Senator Bill Perkins



79 Madison Avenue, 16th Floor • New York, NY 10016 • 212.284.9735

NYCapitolNews.com

Readership & Distribution

Influence. Educate. Persuade.

The Capitol Reaches Every Elected Official in Albany, Every Member of Legislature and All Statewide Officials in All 62 Counties.

The publication is mailed to their homes and offices.

The Governor

State Senators

Judges

State Commissioners

State Comptroller

Attorney General

U.S. Senators

State Agency Staff

Assembly Members

Members of Congress

Chiefs of Staff

Lieutenant Governor

County Executives

State Superintendents

County Comptrollers

City Mayors

Reach Political Professionals

Over 3,000 Private Sector Organizations & Non-Profits

Union Leaders

Top Lobbying Firms

Good Government Groups

Media

Donors

Corporations

Community Boards

Think Tanks

The Capitol Area: You can find *The Capitol* in the following Albany locations:

State Capitol Building: Senate Document Room • Assembly Document Room • Press Office • **Legislative Office Building:** Press/Document Room (2nd floor) • **Empire State Plaza:** YMCA Near McDonalds • **Averill**

Harriman State Campus: Buildings 3, 8, 12 and 18 • **SEFCU 110 State Street** • Hand-delivered to every office in the L.O.B.

& to street newsboxes in the legislative area

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NYCapitolNews.com



Monthly Industry Sections

Influence. Educate. Persuade.

The Capitol's Award-Winning Editorial Staff Features Monthly Coverage of the Political Issues Related to:

**Energy
Unions
Education
Healthcare**

Real Estate/Development

The Capitol's focused editorial coverage of these critical areas will attract and lead to increased attention from the New York policymakers who will impact the related industry issues.

**Advertising agencies
are available for effective
messaging in each targeted
editorial environment.**



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2010 Issue Calendar

Promote your organization's lobbying and advocacy messages

Issue Forums feature political perspectives from public officials who impact the respective issue.

Special Sections are targeted editorial environments written by our award-winning staff.

Special Sections	Issue Forums	Date
Legislative Preview	Insurance	Jan 14
Focus on Upstate (FOU): Adirondacks	Environment	Jan 25
10 Projects for NY State	Healthcare	Feb 8
FOU: Finger Lakes	Racing, Gaming & Wagering	Feb 22
Budget Review	Education	Mar 8
FOU: Hudson Valley	Transportation	Mar 22
Top 10 Lobbyists NY State	Energy	Apr 5
FOU: Capital Region	Infrastructure	Apr 19
	Unions	May 3
FOU: Catskills	Banks & Financial Services	May 17
40 Under 40	Communications	June 7
FOU: 1000 Islands	Public Utilities	June 21
The Business of Long Island: Suffolk		July 19
The Business of Long Island: Nassau		Aug 16
FOU: Central NY & Syracuse		Sept 27
FOU: Western NY	Housing & Construction	Oct 25
FOU: Buffalo	Manufacturing	Nov 15
Green New York	The Future of Upstate	Dec 13

Subject to change. Deadlines are 10 days prior to publication date.

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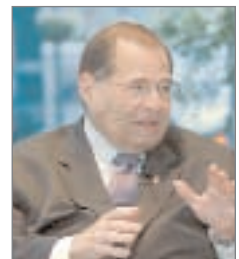
On/Off the Record Breakfasts

This series of policy breakfasts consist of mingling time between the guests and the featured speakers, followed by an on-the-record interview conducted by The Capitol's editor, Edward-Isaac Dovere on a specific topic. Excerpts of that interview then appear in the subsequent editions of The Capitol and NYCapitolNews.com. The interview is followed by an off-the-record segment with the guest speaker answering questions directly from an audience of New York State's business, government and community leaders.

The events are by exclusive invitation only, with approximately 100-150 City Hall VIPs attending. All of them top people in their field who are drawn to these unusual and frank discussions of politics and policy.

Past events have featured:

- Governor David Paterson
- Secretary of Housing & Urban Development Shaun Donovan
- Former Comptroller William Thompson
- Deputy Mayor Kevin Sheekey
- Congressman Anthony Weiner
- City Council Speaker Christine Quinn
- Congressman Charles Rangel
- State Assembly Speaker Sheldon Silver
- State Senate Majority Leader Malcolm Smith
- Brooklyn Borough President Marty Markowitz
- Former Bronx Borough President Adolfo Carrión
- Director of City Planning Amanda Burden
- Congressman Jerrold Nadler



On/Off the Record Breakfasts

Join us in this dynamic series by sponsoring one or more breakfasts to help get your organization's message out to the most powerful politicians in New York— at the breakfast, in the newspaper and online.

- Reach an audience and readership of New York State's government, business and community leaders
- Utilization of photos and video of the event to enhance your marketing materials
- Invitations to colleagues, members, and clients to the event

Headline Sponsors \$7500

- Are listed, with logo, on the invitation to the event and all material about event
- Introduce the guest speaker at the breakfast
- Receive one full page ad in print edition across from excerpt of interview transcript
- Receive ad on City Hall's website, www.cityhallnews.com

Participating Sponsors \$3000

- Are listed and acknowledged as sponsors in signage at event
- Receive 1/4 page strip ad to run on the bottom of page with interview transcript

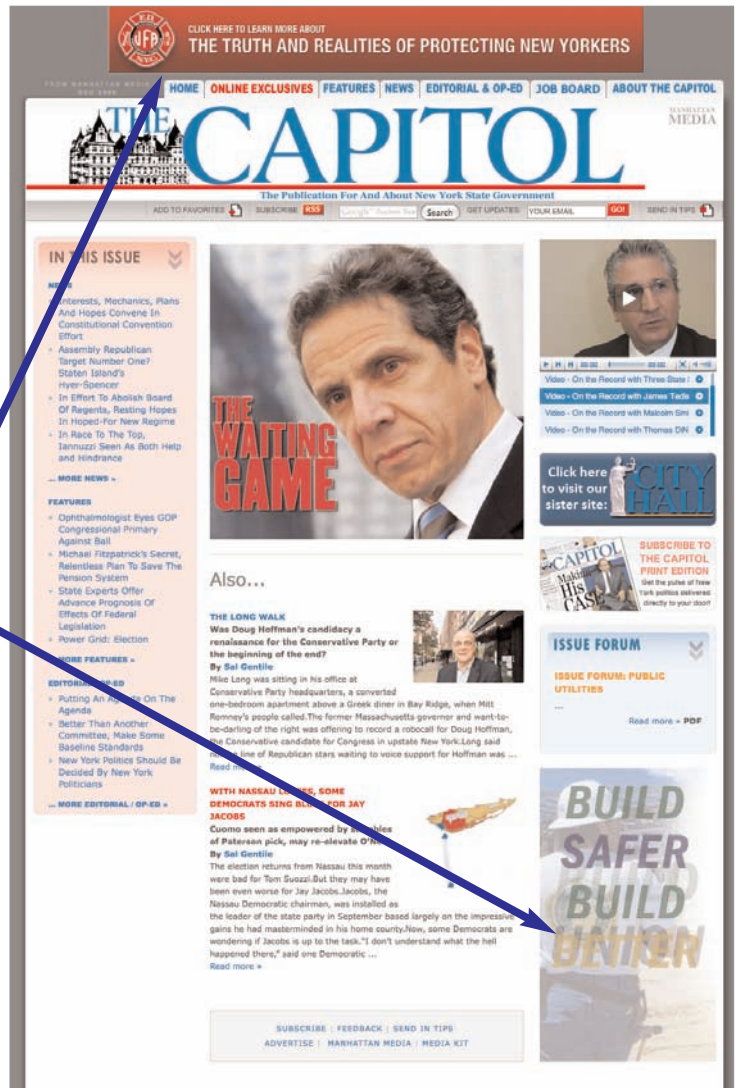


Web Site

Politics. Policy. Personalities.

The Capitol is more than a great monthly newspaper—it's also a great on-line information source for New York's most influential leaders. With fresh content regularly added to the site, NYCapitolNews.com is the on-line source for the latest coverage and analysis about the politicians, staffers and issues that shape New York.

Direct traffic to your site with online banners & buttons.



Banner Ads
\$2,500/month
(728 x 90 pixels)

Block Ads
\$1,500/month
(300 x 250 pixels)

(discounts available based on long-term agreements)

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The weekly Capitol email blast alerts readers to new content posted on its companion website, www.NYCapitolNews.com. These blasts go out to our list of several thousand readers, landing directly in the inboxes of the prime audience of elected officials, lobbyists, staffers, interest group principals, union leaders and other top decision makers in New York government and politics who make up the Capitol readers.

As an advertiser, an advocacy campaign including The Capitol, NYCapitolNews.com, and The Capitol Weekly eNewsletter provides a targeted way to reach the influential leaders and political professionals of New York.

2010 Rates	open	4x	8x	12x
Vertical 170 x 240px	1500	1250	1000	750
Skyscraper 170 x 600px	2000	1750	1500	1250

Specs: GIF or JPEG image

THE CAPITOL
An in-depth look at the politicians, staffers and issues shaping New York.

Quick Links: www.nycapitolnews.com April 3, 2008

Register, New Newsletter Archive, Related Topics, There's No 92

JOB BOARD
Send in your job posting for The Capitol's job board. Listings are free to post, free to view -- just email them to us at editor@nycapitolnews.com. Subject line should be "Job Listing." Limit your listing to 175 words.
Submit cv-eps and letters to the editor to editor@nycapitolnews.com

Potential Upheavals for Republican and Democratic Fields in Race for Reynolds Seat

Vertical Ad
170 x 240

Skyscraper Ad
170 x 600

A three-hour meeting the day before Easter set into motion a dramatic change in Western New York politics which took a popular state senator out of a congressional race and establishes the new Erie County Executive as the region's leading Republican powerbroker.

Sources have confirmed that Rick Lewis, a Buffalo businessman who runs the Talking Phone Book, will be entering the race to succeed Rep. Tom Reynolds (R-Erie/Genessee). Lewis, who sold his family business several years ago for \$400 million, will commit at least \$3 million of his own money to the race. He was recruited to the race by Erie County Executive Chris Collins, who is trying to establish himself as the region's dominant Republican after taking office earlier this year.

[Click here to read "Republicans and Democrats Fields to Succeed Reynolds, Both Face Potential Upheavals"](#)





Full Page
10" x 12.75"

Center Spread:
20.5" x 12.75"

Jr. Page
7.458" x 10"

1/2 Page V
4.875" x 12.5"

1/4 Page
4.875" x 6.125"

1/2 Page H
10" x 6.125"

Front Cover Box
5.33" x 3"

Acceptable Formats

QuarkXpress 6.5, InDesign CS2, Illustrator, Photoshop, Acrobat PDF (embed all fonts) **We do not accept Microsoft Publisher documents.**

PDFS: All fonts must be embedded. All images and artwork must be CMYK. Do not use compression on images. Please make pdf files Acrobat 4.0 compatible as transparencies in higher versions are unstable.

Microsoft Word files will have to be remade. Please do not insert pictures into Word documents if they can be sent separately.

If the ad is made in Quark, it must be a Macintosh file. Include ALL fonts. Include all images. We cannot use PC fonts without modifying the ad. If the file is Illustrator or Freehand

and it is a PC file, convert the fonts to outlines before you send it to us. Otherwise we will have to modify the ad. Do not use LZW compression. For files under 4 megabytes: either TIFF (with no LZW compression) or EPS formats are acceptable.

Linescreen is 85 for Black and White, 100 for Color pages. DMAX is 240.

Web images are not acceptable for newsprint – Minimum resolution for picture is 170 dpi, minimum resolution for text is 300 dpi.

Emailed Ads

Please include the advertiser's name and run date in the subject line of the email. In the body of the email please include contact information, should there be a problem with the ad.