



THINK INTEGRATED.

CASE STUDY

COUNTY COMMISSIONERS ASSOCIATION OF PENNSYLVANIA (CCAP)
UPDATED MAGAZINE BRINGS INCREASED AD REVENUE

- CHALLENGE** | Founded in 1886, CCAP's dedication to its mission of service and advocacy for the Commonwealth's 67 counties has been unwavering for the past 130 years. However, an internal staffing reorganization left their flagship publication, the *Pennsylvania County News*, without adequate resources.
- SOLUTION** | Graphtech was able to step in and provide exactly the right amount of support to maintain the magazine through the staffing transition, and then in close partnership, grow and improve the publication in two key areas: design and ad sales.
- RESULTS** | Working closely with CCAP's new Director of Media, Graphtech's design team helped rebrand CCAP as an organization, and then brought the magazine in line with the new brand standards. Using a combination of relevant articles, rich photography, and colorful illustrations, the *Pennsylvania County News* routinely engages and educates, while strengthening CCAP's brand through meticulous consistency and attention to detail. Four issues after the redesign, CCAP transitioned ad sales for the magazine to the Graphtech Publication Management team. This year, ad sales are up 65% over the same issue the year before, offsetting a large amount of the production costs.

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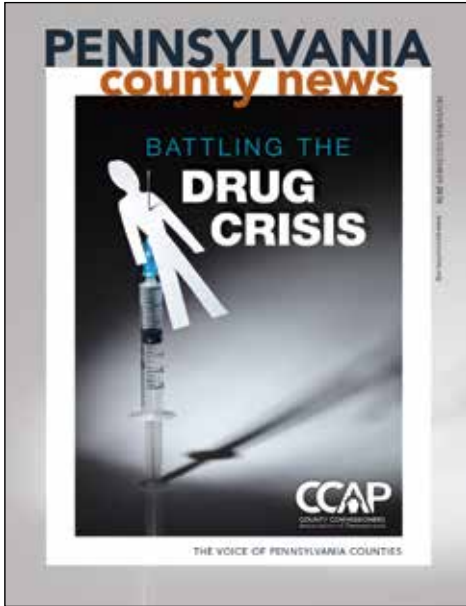
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pennsylvania county news covers and spreads

