

How to reserve your advertising space:

 Email contract to archa.wachowicz@nyssba.org

 Fax contract to 518-783-3540

NYSSBA's 2017 Commercial Advertising Contract

CONVENTION PROGRAM

Advertise in NYSSBA's 98th Annual Convention & Education Expo program book! **All ads are 4-color.**

Ad Size		Dimensions
<input type="checkbox"/> Full-Page	\$1,200	3.5" w x 8.5" h
<input type="checkbox"/> Half-Page	\$800	3.5" w x 4.125" h

ON BOARD ADVERTISING

All ads are 4-color.

2017 Publication Schedule

Please check the issue(s) for ad placement.

Publication Dates	Reservations & Ad Deadlines
<input type="checkbox"/> January 23	December 14, 2016
<input type="checkbox"/> February 6	January 18
<input type="checkbox"/> February 20	February 1
<input type="checkbox"/> March 13	February 15
<input type="checkbox"/> March 27	March 8
<input type="checkbox"/> April 17	March 22
<input type="checkbox"/> May 8	April 12
<input type="checkbox"/> May 29	May 3
<input type="checkbox"/> June 12	May 24
<input type="checkbox"/> July 3	June 7
<input type="checkbox"/> July 24	June 28
<input type="checkbox"/> August 14	July 19
<input type="checkbox"/> September 4	August 9
<input type="checkbox"/> September 18	August 30
<input type="checkbox"/> October 9	September 13
<input type="checkbox"/> October 30	October 4
<input type="checkbox"/> November 20	October 25
<input type="checkbox"/> December 11	November 15

Ad Size – Please indicate desired ad size.

Ad Size	Dimensions
<input type="checkbox"/> Quarter-Page	4.875" w x 6.5" h
<input type="checkbox"/> Half-Page (vertical)	4.875" w x 13.16" h
<input type="checkbox"/> Half-Page (horizontal)	10" w x 6.5" h
<input type="checkbox"/> Full-Page	10" w x 13.16" h

Pricing Chart Per Insertion

Ad Size	1x	3 - 5x	6x+
Quarter-Page	\$325	\$290	\$265
Half-Page	\$535	\$480	\$425
Full-Page	\$785	\$700	\$615
Full-Page, Back Cover	\$985	\$900	\$815

On Board Inserts

\$1,250/insert; see specifications on page 3 of Media Kit
Issue Date(s): _____

E-CLIPS ADVERTISING

Please check number of weeks of advertising requested.

Number of Weeks

<input type="checkbox"/> 1 Week	<input type="checkbox"/> 2 Weeks	<input type="checkbox"/> 3 Weeks	<input type="checkbox"/> 4 Weeks
\$500	\$1,000	\$1,500	\$1,750

E-Clips Run Dates: _____

Preferred Dates: _____

Ad Dimensions: 250 pixels (w) x 500 pixels (h)

AMOUNT DUE

On Board Advertising \$ _____
(# of Insertions ___ x cost/insertion \$ _____)

On Board Insert \$ _____

E-Clips Advertising \$ _____

Convention Program \$ _____

TOTAL \$ _____

METHOD OF PAYMENT

Check Please Send Invoice Credit Card

Card Holder's Name _____

Account Number _____

Exp. Date _____

Card Holder's Signature _____

COMPANY INFORMATION

Company Name _____

Address _____

City _____

State _____

Zip _____

Phone _____

Email _____

Signature _____

Advertising Standard: NYSSBA solely reserves the right to reject any advertising that conflicts with the objectives, standards, and/or programming of the Association.