

ADVERTISING RATES

RESERVATION DATE: no later than SEPTEMBER 30, 2019

ARTWORK DUE: no later than OCTOBER 10, 2019

**Link attendees to your website with a
BANNER AD
and get viewer metrics**

Banner only \$1,000
Banner + Print Ad \$1,000 + 20% discount for print ad

Grayscale/BW only available as below

Full Pg B/W \$600.00
Half Pg B/W - Horizontal or Vertical \$350.00

Full Pg COLOR Back Cover	\$1,500.00
Full Pg COLOR Inside Back Cover	\$1,200.00
Full Pg COLOR Inside Front Cover	\$1,200.00
Full Pg COLOR Opposite Inside Front Cover	\$1,200.00
Full Pg COLOR	\$750.00
Half Pg COLOR - Horizontal or vertical	\$400.00
Quarter Page COLOR	\$350.00

FULL PAGE or COVER

7.5 x 9.75

HALF PAGE

7.5 x 4.75 or 4.75 x 7.5

QUARTER PAGE 2 COLUMN AD

3.5 x 4.5

REQUIREMENTS/SUBMISSION FORMAT

All ads submitted electronically to dsuper@nyssma.org. – High resolution 300 DPI PDF files are to be furnished by the advertiser

INSERTION ORDER – Payment Due at Time of Order

I wish to place an ad in the NYSSMA® Winter Conference Program

Name of Company _____

Person Placing Ad _____

Email and Phone Number _____

GRAYSCALE AD (B/W)

- Full Page \$ 600.00
- Half Page (Vertical Only) \$ 350.00

Check Enclosed* **Amount** _____

* Checks are payable to NYSSMA and sent with insertion order to:
NYSSMA, 718 The Plain Road, Westbury, NY 11590

COLOR AD (4-color)

- Full Page Back Cover \$ 1,600.00
- Full Page Inside Back Cover \$ 1,200.00
- Full Page Inside Front Cover \$ 1,200.00
- Full Page Opp. Inside Front Cover ... \$ 1,200.00
- Full Page \$ 750.00
- Half Page \$ 400.00
- Quarter Page \$ 350.00
- Banner Ad for App** **\$ 1,100.00**
- Banner Ad for App + print ad** ... **\$ 1,100.00 +**
..... **Print Ad - 20%**
Please email dsuper@nyssma.org for banner ad specs

I wish to charge my ad to my: AMEX VISA MC DISCOVER \$ _____

Card No.:

Exp. Date: _____

Zip Code: _____