

# ADVERTISING RATES

**RESERVATION DATE: no later than SEPTEMBER 30, 2020**

**ARTWORK DUE: no later than OCTOBER 12, 2020**

## BANNER AD

**13% of 2019 attendees tapped on ads  
banner impressions = 75.7K**

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 <b>COLOR</b> Back Cover	\$1,600.00
Full Pg <b>COLOR</b> Inside Back Cover	\$1,200.00
Full Pg <b>COLOR</b> Inside Front Cover	\$1,200.00
Full Pg <b>COLOR</b> Opposite Inside Front Cover	\$1,200.00
Full Pg <b>COLOR</b>	\$750.00
Half Pg <b>COLOR</b> - Horizontal or vertical	\$400.00
Quarter Page <b>COLOR</b>	\$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](mailto: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 ..... \$ 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](mailto: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: \_\_\_\_\_