

ADVERTISING RATES

RESERVATION DATE: no later than SEPTEMBER 30, 2021

ARTWORK DUE: no later than OCTOBER 13, 2021

BANNER AD

**Almost 1500 used the app over 84,000 times,
spending over 900 hours viewing the banners**

Banner only \$1,100
Banner + Print Ad \$1,100 + 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	\$1,600.00
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 \$ 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: _____