

ADVERTISING RATES

RESERVATION DATE: No Later than SEPTEMBER 15 2026

ARTWORK DUE: No later than OCTOBER 11, 2026

Grayscale/BW only available as below: <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 30%; padding: 2px;">Full Pg. B/W</td> <td style="padding: 2px;">\$750.00</td> </tr> <tr> <td style="padding: 2px;">Half Pg. B/W</td> <td style="padding: 2px;">\$650.00</td> </tr> </table>	Full Pg. B/W	\$750.00	Half Pg. B/W	\$650.00	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding: 2px;">Full Pg. COLOR Back Cover</td> <td style="padding: 2px;">\$1400.00</td> </tr> <tr> <td style="padding: 2px;">Full Pg. COLOR Inside Back Cover</td> <td style="padding: 2px;">\$1300.00</td> </tr> <tr> <td style="padding: 2px;">Full Pg. COLOR Inside Front Cover</td> <td style="padding: 2px;">\$1300.00</td> </tr> <tr> <td style="padding: 2px;">Full Pg. COLOR</td> <td style="padding: 2px;">\$850.00</td> </tr> <tr> <td style="padding: 2px;">Half Pg. COLOR</td> <td style="padding: 2px;">\$750.00</td> </tr> <tr> <td style="padding: 2px;">Quarter Pg. COLOR</td> <td style="padding: 2px;">\$600.00</td> </tr> </table>	Full Pg. COLOR Back Cover	\$1400.00	Full Pg. COLOR Inside Back Cover	\$1300.00	Full Pg. COLOR Inside Front Cover	\$1300.00	Full Pg. COLOR	\$850.00	Half Pg. COLOR	\$750.00	Quarter Pg. COLOR	\$600.00
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FULL PAGE or COVER 7.5" x 9.75"	HALF PAGE 7.5" x 4.75"	QUARTER PAGE 2 COLUMN AD 3.5" x 4.5"
REQUIREMENTS/SUBMISSION FORMAT		
All ads submitted electronically to mgagliardi@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: _____

E-mail: _____ Phone #: _____

Digital Ad in Conference App

• Must be JPEG, JPG, PNG, GIF (Not Animated)

• Must be submitted in two sizes:
444 x 306 pixels & 300 x 300 pixels

• You may choose where you want your ad to appear, eg. before your showcase or other event or randomly throughout the app.

• You may add an external link or URL.

• Ad will appear either at the top or bottom of the page listings (randomly assigned).

Digital Ad \$400.00

Digital Ad & Print Ad* (Cover, FP Only) \$150.00

Design an Ad for Me* +\$100.00

Color-Ad (4-Color)

Full Pg. COLOR Back Cover \$1400.00

Full Pg. COLOR Inside Back Cover \$1300.00

Full Pg. COLOR Inside Front Cover \$1300.00

Full Pg. COLOR \$850.00

Half Pg. COLOR \$750.00

Quarter Pg. COLOR \$600.00

Grayscale (B/W)

Half Pg. B/W \$750.00

Quarter Pg. B/W \$650.00

*If you reserve a COVER or FULL PAGE ad, you may reserve a digital ad for only \$150.

*For an additional \$100.00, our graphics department will design an ad for you.

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

Card No. Exp. Date: _____

Billing Zip Code: _____