



2012 On Board District Employment Advertising Contract

Contact: Katie Villmann, Marketing Asst. Ph: 518-783-3726 • Fax: 518-783-3540 • Email: katie.villmann@nyssba.org

District _____

BOCES (if applicable) _____

Primary Contact _____ Title _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ E-Mail _____

2012 Publication Schedule

Please check the issue(s) of your choice:

Publication Date	Reservation & Ad Deadline
<input type="radio"/> January 9	December 14, 2011
<input type="radio"/> January 23	January 4
<input type="radio"/> February 6	January 18
<input type="radio"/> February 27	February 1
<input type="radio"/> March 12	February 22
<input type="radio"/> March 26	March 7
<input type="radio"/> April 9	March 21
<input type="radio"/> April 23	April 4
<input type="radio"/> May 7	April 18
<input type="radio"/> May 21	May 2
<input type="radio"/> June 11	May 16
<input type="radio"/> July 2	June 6
<input type="radio"/> July 30	June 27
<input type="radio"/> August 20	July 18
<input type="radio"/> September 10	August 15
<input type="radio"/> September 24	September 5
<input type="radio"/> October 15	September 19
<input type="radio"/> November 5	October 10
<input type="radio"/> November 19	October 31
<input type="radio"/> December 17	November 14

Advertising Sizes & Rates

- 1/8 page newspaper advertisement**
Ad dimensions: 4 13/16" w x 3 1/8" h
Rates: \$100 per insertion / \$90 each for 3+ insertions
Layout Charge: \$25 total*
- 1/8 page advertisement + website listing****
Ad dimensions: 4 13/16" w x 3 1/8" h
Rate: \$175 per insertion / \$165 each for 3+ insertions
Layout Charge: \$25 total*
- 1/4 page newspaper advertisement**
Ad dimensions: 4 13/16" w x 6 7/16" h
Rate: \$170 per insertion / \$150 each for 3+ insertions
Layout Charge: \$50 total*
- 1/4 page advertisement + website listing****
Ad dimensions: 4 13/16" w x 6 7/16" h
Rate: \$250 per insertion / \$230 each for 3+ insertions
Layout Charge: \$50 total*
- Website Listing only**
(4-week posting)
Rate: \$150 per insertion

Note: all website listings should be emailed to [Katie.villmann@nyssba.org](mailto:katie.villmann@nyssba.org).
Format: Microsoft Word

* Layout charges apply to ads that are not sent camera-ready. NYSSBA is happy to assist with laying out your ad for a nominal charge. (one-time charge only).

**Advertisements + website listings include a four-week listing on NYSSBA's website, www.nyssba.org, starting on or before the corresponding issue date.

Payment Information

Cost per insertion \$ _____

of insertions _____

Amount Due \$ _____

Purchase Order # _____

Invoices are sent monthly, after all advertisements have been placed. If billing address is different than above, please advise at time of placing the advertisement.

Authorized Signature _____ Date _____