

How to reserve your advertising space:

Email contact cassandra.ingham@nyssba.org

Fax contract to 518-783-3540

NYSSBA's 2021 Commercial Advertising Contract

CONVENTION PROGRAM

Advertise in NYSSBA's 2021 Annual Convention & Education Expo program book! **All ads are 4-color.**

Ad Size		Dimensions
<input type="checkbox"/> Full-Page	\$1,200	3.5" w x 8.5" h
<input type="checkbox"/> Half-Page	\$800	3.5" w x 4.125" h

ON BOARD ADVERTISING

All ads are 4-color.

2021 Publication Schedule

Please check the issue(s) for ad placement.

Publication Dates	Reservations & Ad Deadlines
<input type="checkbox"/> January 18	December 9, 2020
<input type="checkbox"/> February 8	January 13
<input type="checkbox"/> March 1	February 3
<input type="checkbox"/> March 22	February 24
<input type="checkbox"/> April 12	March 17
<input type="checkbox"/> May 3	April 7
<input type="checkbox"/> May 24	April 28
<input type="checkbox"/> June 14	May 19
<input type="checkbox"/> July 5	June 9
<input type="checkbox"/> July 26	June 30
<input type="checkbox"/> August 16	July 21
<input type="checkbox"/> September 6	August 11
<input type="checkbox"/> September 27	September 1
<input type="checkbox"/> October 18	September 22
<input type="checkbox"/> November 11	October 13
<input type="checkbox"/> November 29	November 3
<input type="checkbox"/> December 20	November 24

Ad Size – Please indicate desired ad size.

Ad Size	Dimensions
<input type="checkbox"/> Quarter-Page	4.875" w x 6.5" h
<input type="checkbox"/> Half-Page (vertical)	4.875" w x 13.16" h
<input type="checkbox"/> Half-Page (horizontal)	10" w x 6.5" h
<input type="checkbox"/> Full-Page	10" w x 13.16" h

Pricing Chart Per Insertion

Ad Size	1x	3 - 5x	6x+
Quarter-Page	\$370	\$335	\$300
Half-Page	\$590	\$530	\$480
Full-Page	\$785	\$700	\$630
Full-Page, Back Cover	\$985	\$900	\$815

E-CLIPS ADVERTISING

Please check number of weeks of advertising requested.

Number of Weeks			
<input type="checkbox"/> 1 Week	<input type="checkbox"/> 2 Weeks	<input type="checkbox"/> 3 Weeks	<input type="checkbox"/> 4 Weeks
\$550	\$1,000	\$1,500	\$1,750

E-Clips Run Dates:

Preferred Dates: _____

Ad Dimensions: 250 pixels (w) x 500 pixels (h)

AMOUNT DUE

On Board Advertising \$ _____
(# of Insertions ___ x cost/insertion \$ _____)

25% Layout Charge (if needed) \$ _____
(Cost of insertion ___ x .25 = \$ _____)

E-Clips Advertising \$ _____

Convention Program \$ _____

TOTAL \$ _____

METHOD OF PAYMENT

Check Please Send Invoice Credit Card

Card Holder's Name _____

Account Number _____ Exp. Date _____

Card Holder's Signature _____

COMPANY INFORMATION

Company Name _____

Address _____

City _____ State _____ Zip _____

Phone _____

Email _____

Signature _____

Advertising Standard: NYSSBA solely reserves the right to reject any advertising that conflicts with the objectives, standards, and/or programming of the Association.