

How to reserve your advertising space:

Email contract to [cassandra.ingham@nyssba.org](mailto:cassandra.ingham@nyssba.org)

# NYSSBA's 2022 Commercial Advertising Contract

## ON BOARD ADVERTISING

All ads are 4-color.

### 2022 Publication Schedule

Please check the issue(s) for ad placement.

Publication Dates	Reservations & Ad Deadlines
<input type="checkbox"/> January 10	December 15, 2021
<input type="checkbox"/> January 31	January 5
<input type="checkbox"/> February 21	January 26
<input type="checkbox"/> March 14	February 16
<input type="checkbox"/> April 4	March 9
<input type="checkbox"/> April 25	March 30
<input type="checkbox"/> May 16	April 20
<input type="checkbox"/> June 6	May 11
<input type="checkbox"/> June 27	June 1
<input type="checkbox"/> July 18	June 22
<input type="checkbox"/> August 8	July 13
<input type="checkbox"/> August 29	August 3
<input type="checkbox"/> September 19	August 24
<input type="checkbox"/> October 10	September 14
<input type="checkbox"/> November 7	October 5
<input type="checkbox"/> November 28	November 2
<input type="checkbox"/> December 19	November 23

**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 \$550	<input type="checkbox"/> 2 Weeks \$1,000	<input type="checkbox"/> 3 Weeks \$1,500	<input type="checkbox"/> 4 Weeks \$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.