

How to reserve your advertising space:

Contact advertising@nyssba.org

NYSSBA's 2025 Commercial Advertising Contract

ON BOARD ADVERTISING

All ads are 4-color.

2025 Publication Schedule

Please check the issue(s) for ad placement.

| Publication Dates | Reservations & Ad Deadlines |
|---------------------------------------|-----------------------------|
| <input type="checkbox"/> January 13 | December 11, 2024 |
| <input type="checkbox"/> February 3 | January 8 |
| <input type="checkbox"/> February 24 | January 29 |
| <input type="checkbox"/> March 17 | February 19 |
| <input type="checkbox"/> April 7 | March 12 |
| <input type="checkbox"/> April 28 | April 2 |
| <input type="checkbox"/> May 19 | April 23 |
| <input type="checkbox"/> June 9 | May 14 |
| <input type="checkbox"/> June 30 | June 4 |
| <input type="checkbox"/> July 21 | June 25 |
| <input type="checkbox"/> August 11 | July 16 |
| <input type="checkbox"/> September 1 | August 6 |
| <input type="checkbox"/> September 22 | August 27 |
| <input type="checkbox"/> October 13 | September 17 |
| <input type="checkbox"/> November 3 | October 8 |
| <input type="checkbox"/> November 24 | October 29 |
| <input type="checkbox"/> December 15 | November 19 |

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 | 5x+ |
|-----------------------|-------|
| Quarter-Page | \$335 |
| Half-Page | \$530 |
| Full-Page | \$700 |
| Full-Page, Back Cover | \$900 |

AMOUNT DUE

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

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

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.