



2012 NYSSBA's Commercial

Advertising Opportunities

► Convention Program

Put your company front and center by advertising in NYSSBA's Annual Convention & Educational Expo program book! All ads are in one color.

Size

- ☐ Convention Program Full-Page Ad - \$750
- ☐ Convention Program Half-Page Ad - \$500
- ☐ Convention Program Quarter-Page Ad - \$250
- ☐ Add \$100 for 2-color Ad

► On Board

NYSSBA's award-winning newspaper, On Board, is distributed to more than 11,000 educational leaders throughout New York State including school board members, superintendents, school district business officials, principals, officials with the State Education Department, members of the State Legislature, and key media outlets.

► 2012 PUBLICATION SCHEDULE

Please check the issue(s) you would like your ad to run in.

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

► PLEASE INDICATE DESIRED SIZE

Size	Dimensions
<input type="checkbox"/> Quarter-page ad	4 13/16" x 6 7/16"
<input type="checkbox"/> Half-page ad (vertical)	4 13/16" x 13"
<input type="checkbox"/> Half-page ad (horizontal)	9 7/8" x 6 7/16"
<input type="checkbox"/> Full-page ad	9 7/8" x 13"

► On Board

► AD SPECS - ALL ADVERTISEMENTS ARE FULL COLOR

Please supply ads on disk or e-mail in one of the following file formats:

- Quark (PC) with all images and fonts
- EPS file with all fonts converted to outlines (press ready)
- Adobe Acrobat file - .pdf (press ready)
- Tiff file

There is a 25% layout charge for setting copy, if camera ready artwork is not provided.

Quality of reproduction is subject to quality of materials received.

► PRICING CHART (Per insertion):

Ad Size:	1x	3-5x	6x+
Quarter-page	\$315	\$280	\$255
Half-page	\$525	\$470	\$415
Full-page	\$775	\$690	\$605
Full-page, back cover	\$975	\$890	\$805

ADDITIONAL OPTIONS

- ☐ INSERTS: Materials limited to 10" x 6-1/2" max, 11,000 pieces must be provided. _____ \$1,200
- ☐ POLYBAG: Materials are inserted in clear bag, size 8 1/2" x 11", 11,000 pieces must be provided. _____ \$1,200

SUMMARY OF ADVERTISEMENTS

Cost Per Insertion \$ _____

of Insertions _____

Agency Discount
(15% discount on space rate only) \$ _____

AMOUNT DUE \$ _____

METHOD OF PAYMENT

- ☐ Check ☐ Please Send Invoice ☐ Credit Card

Card Holder's Name _____

Account Number _____ Exp. Date _____

Card Holder's Signature _____

Company Name _____

Address _____

City _____ State _____ Zip _____

Phone _____

Email _____

Signature _____