

ADVERTISING RATES

RESERVATION DATE: no later than SEPTEMBER 15, 2025

ARTWORK DUE: no later than OCTOBER 11, 2025

<p>Grayscale/BW only available as below</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">Full Pg B/W</td> <td style="width: 50%; text-align: right;">\$650.00</td> </tr> <tr> <td>Half Pg B/W</td> <td style="text-align: right;">\$550.00</td> </tr> </table>	Full Pg B/W	\$650.00	Half Pg B/W	\$550.00	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">Full Pg COLOR Back Cover</td> <td style="width: 50%; text-align: right;">\$1,300.00</td> </tr> <tr> <td>Full Pg COLOR Inside Back Cover</td> <td style="text-align: right;">\$1,200.00</td> </tr> <tr> <td>Full Pg COLOR Inside Front Cover</td> <td style="text-align: right;">\$1,200.00</td> </tr> <tr> <td>Full Pg COLOR</td> <td style="text-align: right;">\$750.00</td> </tr> <tr> <td>Half Pg COLOR</td> <td style="text-align: right;">\$650.00</td> </tr> <tr> <td>Quarter Page COLOR</td> <td style="text-align: right;">\$500.00</td> </tr> </table>	Full Pg COLOR Back Cover	\$1,300.00	Full Pg COLOR Inside Back Cover	\$1,200.00	Full Pg COLOR Inside Front Cover	\$1,200.00	Full Pg COLOR	\$750.00	Half Pg COLOR	\$650.00	Quarter Page COLOR	\$500.00
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FULL PAGE or COVER	HALF PAGE	QUARTER PAGE 2 COLUMN AD
7.5 x 9.75	7.5 x 4.75	3.5 x 4.5
REQUIREMENTS/SUBMISSION FORMAT		
All ads submitted electronically to dsuper@nyssma.org. – High resolution 300 DPI PDF files are to be furnished by the advertiser		

INSERTION ORDER - Payment Due at Time of Order

I wish to place an ad in the NYSSMA® Winter Conference Program

Name of Company _____

Person Placing Ad _____

Email and Phone Number _____

Digital Ad in Conference App

Must be JPEG, JPG, PNG, GIF (not animated)
Must be submitted in two sizes:
444 x 306 pixels and 300 x 300 pixels

Ad will be displayed on a rotating basis on the
Home Page, Session List, Exhibitor Page

You may choose where you want your ad to appear, e.g. before your showcase or
other event or randomly throughout the app.

You may add an external link or url.

Ad will appear either at the top or bottom of the page listings
(randomly assigned)

Color Ad (4-color)

- *Full Page Back Cover \$1,300.00
- *Full Page Inside Back Cover \$1,200.00
- *Full Page Inside Front Cover \$1,200.00
- *Full Page \$750.00
- Half Page \$650.00
- Quarter Page \$500.00

Grayscale(B/W)

- Full Page \$650.00
- Half Page \$550.00

- Digital Ad \$300.00
 - Digital Ad with print ad* (Cover, FP only) \$100.00
- *If you reserve a *Cover* or *Full-page* ad you may reserve a digital ad for only \$100

* If you reserve a *Cover* or *Full-page* ad you may reserve a digital ad for only \$100

I wish to charge my ad to my: AMEX VISA MC DISCOVER \$ _____

Card No.: Exp. Date: _____

Billing Zip Code: _____