

# ADVERTISING INSERTION FORM

## NYGFOA NEWSLETTER 2021



### Widen your exposure within your targeted industry! Advertise in NYGFOA's quarterly publication.

The *Newsletter* is distributed to over 1,150 government finance professionals across New York State, helping increase your company's visibility to potential clients.

#### DISPLAY AD RATES

Please indicate the ad space and insertions you are requesting.

Ad Space (no bleeds)	Ad Dimensions (width x height)	Rate for 4 insertions	Rate per insertion (1, 2 or 3 x)
<input type="checkbox"/> Full IFC/IBC (color)	7.5"x10"	\$3,500	\$1,155
<input type="checkbox"/> Full (color)	7.5"x10"	\$2,480	\$800
<input type="checkbox"/> Full (b/w)	7.5"x10"	\$1,880	\$625
<input type="checkbox"/> Half (color)	<input type="checkbox"/> Horiz 7.5"x5" o Vert 3.5"x10"	\$1,795	\$595
<input type="checkbox"/> Half (b/w)	<input type="checkbox"/> Horiz 7.5"x5" o Vert 3.5"x10"	\$1,520	\$505
<input type="checkbox"/> Quarter (color)	<input type="checkbox"/> Horiz 3.25"x5" o Vert 2"x10"	\$1,470	\$490
<input type="checkbox"/> Quarter (b/w)	<input type="checkbox"/> Horiz 3.25"x5" o Vert 2"x10"	\$1,160	\$385
<input type="checkbox"/> Eighth	3.5"x2"	\$810	\$270

#### ISSUES & DEADLINES

Please indicate the issue(s) in which you want to advertise.

Issues	Commitment Date	Adv Submission Date	Publication Date
<input type="checkbox"/> Spring 2021	February 26	March 19	week of March 29
<input type="checkbox"/> Summer 2021	April 30	June 18	week of June 28
<input type="checkbox"/> Fall 2021	July 16	September 3	week of September 13
<input type="checkbox"/> Winter 2021	October 15	December 3	week of December 13

#### CLOSING DATES

Issue deadline	In case of omission	Or indicate other choice
Spring 2021	<input type="checkbox"/> next issue	<input type="checkbox"/> _____
Summer 2021	<input type="checkbox"/> next issue	<input type="checkbox"/> _____
Fall 2021	<input type="checkbox"/> next issue	<input type="checkbox"/> _____
Winter 2021	<input type="checkbox"/> next issue	<input type="checkbox"/> _____

#### PAYMENT

Due prior to your first issue.

#### ADVERTISEMENT SPECIFICATIONS

- Digital publication page size: 8.5"x11"
- Media Accepted: Email.
- MAC or PC formatted media accepted. Please use only ZIP or SIT compression when needed.
- Acceptable File Formats: Freehand EPS, Illustrator EPS, Photoshop TIFF, Adobe Acrobat Press PDF version 1.3 and jpg.
- Please convert your fonts to outlines when submitting an EPS, and embed fonts with PDF files.
- Files must be provided at 100% size.

#### ADVERTISEMENT MATERIALS & PAYMENT

- Complete the *Insertion Form* and submit by the *commitment date* indicated for your first issue.
- Forward *advertisement materials* by the *submission date* indicated.
- Ads are non-commissionable.
- Payment is *due prior to your first issue date*.
- Submit advertisements to: ryan@nygfoa.org.

#### ORDER INFORMATION

COMPANY NAME

CONTACT PERSON

PHONE/EMAIL

ADDRESS

CITY/STATE/ZIP

#### GENERAL INFORMATION

- All advertisements are subject to acceptance by NYGFOA.
- For additional questions contact Maura K. Ryan, NYGFOA (518) 465-1512.

#### PAYMENT

- Payment is due PRIOR to your first insertion.
- Please mail payment to:

**NYGFOA**, 3 Pine West Plaza, Suite 308, Albany, NY 12205