

ADVERTISING INSERTION FORM

NYGFOA NEWSLETTER 2022



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 2022	February 25	March 18	week of March 28
<input type="checkbox"/> Summer 2022	April 29	June 17	week of June 27
<input type="checkbox"/> Fall 2022	July 15	September 2	week of September 12
<input type="checkbox"/> Winter 2022	October 14	December 2	week of December 12

CLOSING DATES

Issue deadline	In case of omission	Or indicate other choice
Spring 2022	<input type="checkbox"/> next issue	<input type="checkbox"/> _____
Summer 2022	<input type="checkbox"/> next issue	<input type="checkbox"/> _____
Fall 2022	<input type="checkbox"/> next issue	<input type="checkbox"/> _____
Winter 2022	<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