

# ADVERTISING INSERTION FORM

## NYGFOA E-NEWSLETTER 2024



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

The *Newsletter* is distributed electronically 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 Deadline | Publication Date    |
|--------------------------------------|-----------------|-------------------------|---------------------|
| <input type="checkbox"/> Spring 2024 | January 29      | February 19             | week of March 4     |
| <input type="checkbox"/> Summer 2024 | April 29        | May 20                  | week of June 3      |
| <input type="checkbox"/> Fall 2024   | July 29         | August 19               | week of September 2 |
| <input type="checkbox"/> Winter 2024 | October 28      | November 18             | week of December 2  |

### CLOSING DATES

| Issue deadline | In case of omission                 | Or indicate other choice       |
|----------------|-------------------------------------|--------------------------------|
| Spring 2024    | <input type="checkbox"/> next issue | <input type="checkbox"/> _____ |
| Summer 2024    | <input type="checkbox"/> next issue | <input type="checkbox"/> _____ |
| Fall 2024      | <input type="checkbox"/> next issue | <input type="checkbox"/> _____ |
| Winter 2024    | <input type="checkbox"/> next issue | <input type="checkbox"/> _____ |

### PAYMENT

Due prior to your first issue.

### ADVERTISEMENT SPECIFICATIONS

- **NEW:** A square logo or ad for inclusion in new NYGFOA Article Hub. Dimensions must be 500x500px.
- 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 \_\_\_\_\_

### PAYMENT

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

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

### GENERAL INFORMATION

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