

# WEBSITE ADVERTISING

The NYGFOA website currently has over 3,600 views a month.

## WEBSITE PAGE BANNER

Your advertisement banner will be highlighted at the top of all website pages (except the member portal) on a large scrolling banner. This will be seen by both members and non-members visiting our website. **There is a maximum of 5 advertisements per month on the scrolling banner.**

## MEMBER PORTAL BANNER

Your advertisement banner will be highlighted at the top of the member portal page. Members must login to the member portal to register for events and to access the resource library. **There is a maximum of 1 advertisement per month for this banner.**

## IN-THE-LOOP BANNER

Your advertisement banner will be highlighted in NYGFOA's 'In-the-Loop' (ITL) email blasts which are distributed to all members. Approximately 2 per month. **There is a maximum of 1 advertisement per 'In-the-Loop' mailing.**

### Advertisement Terms:

- Advertisements are sold on a first-come first-served basis
- Advertisements are sold per month
- Advertisements are discounted if bundled for 3+ months

### Banner Specs:

- Banners may be in color
- Banners must be 2000x400 pixels
- Banners must be in .esp format (Encapsulated PostScript)
- See samples on page 2

### WEBSITE PAGE BANNER

- |                                        |                                         |
|----------------------------------------|-----------------------------------------|
| <input type="checkbox"/> January 2021  | <input type="checkbox"/> July 2021      |
| <input type="checkbox"/> February 2021 | <input type="checkbox"/> August 2021    |
| <input type="checkbox"/> March 2021    | <input type="checkbox"/> September 2021 |
| <input type="checkbox"/> April 2021    | <input type="checkbox"/> October 2021   |
| <input type="checkbox"/> May 2021      | <input type="checkbox"/> November 2021  |
| <input type="checkbox"/> June 2021     | <input type="checkbox"/> December 2021  |

One Month = \$400/month  
 3+ Months = \$335/month  
 Total \$ \_\_\_\_\_

### MEMBER PORTAL BANNER

- |                                        |                                         |
|----------------------------------------|-----------------------------------------|
| <input type="checkbox"/> January 2021  | <input type="checkbox"/> July 2021      |
| <input type="checkbox"/> February 2021 | <input type="checkbox"/> August 2021    |
| <input type="checkbox"/> March 2021    | <input type="checkbox"/> September 2021 |
| <input type="checkbox"/> April 2021    | <input type="checkbox"/> October 2021   |
| <input type="checkbox"/> May 2021      | <input type="checkbox"/> November 2021  |
| <input type="checkbox"/> June 2021     | <input type="checkbox"/> December 2021  |

One Month = \$450/month  
 3+ Months = \$385/month  
 Total \$ \_\_\_\_\_

### IN-THE-LOOP BANNER

- |                                        |                                         |
|----------------------------------------|-----------------------------------------|
| <input type="checkbox"/> January 2021  | <input type="checkbox"/> July 2021      |
| <input type="checkbox"/> February 2021 | <input type="checkbox"/> August 2021    |
| <input type="checkbox"/> March 2021    | <input type="checkbox"/> September 2021 |
| <input type="checkbox"/> April 2021    | <input type="checkbox"/> October 2021   |
| <input type="checkbox"/> May 2021      | <input type="checkbox"/> November 2021  |
| <input type="checkbox"/> June 2021     | <input type="checkbox"/> December 2021  |

One Month = \$265/month  
 3+ Months = \$225/month  
 Total \$ \_\_\_\_\_

## ORDER INFORMATION

Completed forms can be emailed or mailed in. Payments must be received in advance and can be sent in or paid by credit card by calling the office. Please email the advertisement to [connell@nygfoa.org](mailto:connell@nygfoa.org)

NAME \_\_\_\_\_

ENTITY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

Website Page Total:	\$ _____
Member Portal Total:	\$ _____
In-the-Loop Total:	\$ _____
GRAND Total:	\$ _____

### QUESTIONS

Please contact: [connell@nygfoa.org](mailto:connell@nygfoa.org)

### MAILING ADDRESS

NYS Government Finance Officers' Association  
 3 PINE WEST PLAZA, SUITE 308  
 ALBANY, NY 12205

### CREDIT CARD PAYMENTS

518.465.1512 ph | 518.434.4640 fax  
[info@nygfoa.org](mailto:info@nygfoa.org) | [www.nygfoa.org](http://www.nygfoa.org)

# Home Page Banner

NEW YORK GOVERNMENT FINANCE OFFICERS' ASSOCIATION  
**NYGFOA**  
Responsible | Knowledgeable | Accountable

[JOIN NOW](#) [MEMBER LOGIN](#)

[MEMBER PORTAL](#)

[CALENDAR](#)

REMEMBER ME  FORGOT YOUR PASSWORD?

[ABOUT](#) [MEMBERSHIP](#) [TRAINING](#) [RESOURCES](#) [CONFERENCE](#) [MARKETING OPPORTUNITIES](#)

## Your Advertisement Here

### UPCOMING NYGFOA EVENTS

<b>Government Accounting Essentials</b> Adelphi University Annex, Hauppauge October 29-30th  <a href="#">LEARN MORE</a>	<b>North Country Fall Seminar</b> Lake Placid Olympic Center November 14, 2019  <a href="#">LEARN MORE</a>	<b>Foundations Accounting &amp; Financial Reporting</b> November 14-15th <b>Advanced Accounting</b> November 19th <b>Advanced Budgeting</b> November 19th Genesee Community College, Batavia  <a href="#">LEARN MORE</a>	<b>Foundations Accounting &amp; Financial Reporting</b> November 20-21st <b>Advanced Accounting</b> November 20th <b>Advanced Budgeting</b> November 21st SUNY New Paltz Campus, New Paltz  <a href="#">LEARN MORE</a>
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**NYGFOA**  
Responsible | Knowledgeable | Accountable

### Keep "In the Loop" with NYGFOA!

September 10, 2019

#### State Comptroller Publishes Pension Contribution Rates

State Comptroller Thomas P. DiNapoli recently announced the New York State and Local Retirement System (NYSLSRS) employer contribution rates for State Fiscal Year 2020-21 will remain the same as the previous year for the Employees' Retirement System (ERS), with a small increase in rates for the Police and Fire Retirement System (PFRS).

The Comptroller is also dropping the long-term assumed rate of return on investments from 7 percent to 6.8 percent, anticipating a lower return investment environment.

The estimated average employer contribution rate for ERS will remain at 14.6 percent of payroll. The estimated average employer contribution rate for PFRS will increase by 0.9 percent, from 23.5 percent to 24.4 percent of payroll. NYSLSRS is made up of these two systems, which pay pension benefits to public employees.

A copy of the press release can be viewed via the following link:  
[OSC Press Release \(SFY 2020-21 Retirement Contribution Rates\)](#)

Contribution rate charts for ERS and PFRS can be downloaded via the following links:  
[SFY 2020-21 ERS Contribution Rates](#)  
[SFY 2020-21 PFRS Contribution Rates](#)

## Your Advertisement Here

# In-the-Loop Banner

# Member Portal Banner

## Your Advertisement Here

[EDIT PROFILE](#)

[CHANGE PASSWORD](#)

[MEMBERSHIP RENEWAL](#)

[MEMBER DIRECTORY](#)

### WELCOME TO THE MEMBER PORTAL

Membership renewals for the 2020 year will be going out soon. If you'd like to get ahead of the game, you can renew your membership online using the link on the sidebar.

Are you taking advantage of all the benefits NYGFOA Membership has to offer?

- Access to our Member Library
- Listing and access to our Membership Directory
- Receive important information right to your inbox with In-the-Loop's
- Discounted Rates for Seminars, Webinars and other training
- Scholarship Opportunities
- Quarterly Magazine
- Job Postings on our Employment Opportunities

Also, as an added convenience some of your information will be populated when registering online.

#### MEMBER LIBRARY

- RFP Samples
- Sample Policies
- Sample Budgets
- Cash Management
- Accounting / Auditing
- Strategic Planning
- All Documents