

2018 ADVERTISING RATES AND ORDER FORM

NEWSLETTER

NYS GFOA is accepting advertising for the 2018 issues of its quarterly magazine, the *Newsletter*. The Newsletter is distributed to over 1,200 government finance professionals in New York State.

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)
o Full (color)	7.5"x10"	\$3,500	\$1,155
o Full	7.5"x10"	\$1,880	\$625
o Half	o Horiz 7.5"x5" o Vert 3.5"x10"	\$1,520	\$505
o Quarter	o Horiz 3.25"x5" o Vert 2"x10"	\$1,160	\$385
o Eighth	3.5"x2"	\$810	\$270

Ads are non-commissionable and must be prepaid upon submission of ad materials.

ISSUANCE AND CLOSING DATES

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

Commitment Deadline	Submission & Payment Deadline	Issue(s) for Insertion	In Case of Omission
December 8	January 16	o Spring 2018	o next issue
March 19	April 16	o Summer 2018	o next issue
June 15	July 16	o Fall 2018	o next issue
September 14	October 16	o Winter 2018	o next issue

ORDER INFORMATION

COMPANY NAME

CONTACT PERSON

ADDRESS

CITY/STATE/ZIP

PHONE/FAX/EMAIL

PAYMENT:

- Please submit payment within 30 days.
- Payment is required prior to insertion.
- Submit payments and mail to:

NYS GFOA

126 State Street, 5th Floor
Albany, NY 12207

ADVERTISEMENT SPECIFICATIONS

- Trim Size of Publication: 8.5" x 11"
- All ads are black & white **with the exception of** the inside front and inside back cover full page ads.
- Safety/Bleed Specifications: Allow 3/8" from trim for image area not intended to bleed.
- Electronic files are preferred. (Film is no longer accepted.)
- Media Accepted: Email or CD-ROM.
- Label media with advertiser, contact person and phone number. MAC or PC formatted media accepted. Please use only ZIP or SIT compression when needed.
- Desktop File Formats: Freehand EPS, Illustrator EPS, Photoshop TIFF, Adobe Acrobat Press PDF version 1.3. Please convert your fonts to outlines when submitting an EPS, and embed fonts with PDF files.
- Camera-Ready: Only black & white text and line art or laser proofs are accepted. Hardcopy ads containing screens, gradients and halftones will be rejected.
- Film is No Longer Accepted.

ADVERTISEMENT MATERIALS & PAYMENT

- Electronic format advertisements should be submitted to: ryan@nysgfoa.org
- Proofs: Supply one hard copy proofs that matches each supplied digital file (b/w laser print okay).
- Proofs and files must be provided at 100% size.

GENERAL INFORMATION

- Complete the Order Form information above and submit by the commitment date indicated above.
- Forward advertisement materials, with payment, by the submission date indicated above.
- All advertisements are subject to acceptance by NYS GFOA.
- For additional questions contact Maura K. Ryan, NYS GFOA (518) 465-1512.