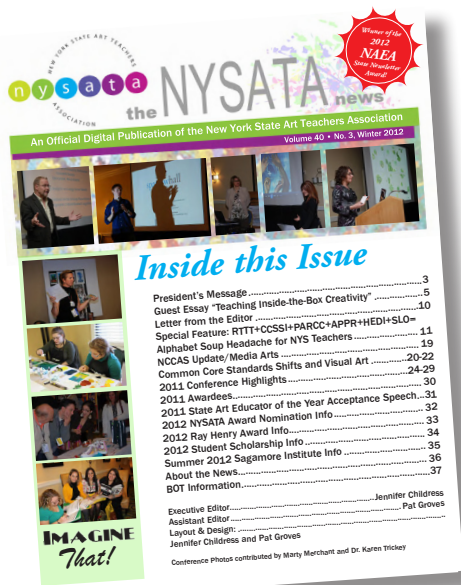




2012-2013 NYSATA News Sponsorship/Advertising Rates



Reach Your Most Valued Audience!

The award winning NYSATA News is a great venue for businesses and institutions to reach art educators across New York State. Readers use the information provided in each publication, advertising and editorial, as a valuable resource tool. Established in 1948, NYSATA has consistently delivered timely and useful information to it's membership through its publications and web presence.

- Editorial material includes news items, feature stories, and legislative updates written by those in the field.
- Our membership includes K-12 art educators, administrators, museum educators, pre-service students, and higher education educators.
- The NYSATA News (print edition) is sent to over 1200 active members and the Digital NYSATA News (pdf versions) is sent to over 4000 members and contacts.



The News is published four times per year, two print editions and two electronic PDF editions. The Fall News (print edition) promotes the Annual Conference and is mailed to over 1200 members in public and private schools. The Spring News (print edition) is devoted to advocacy issues and the promotion of NYSATA events and programs. The Annual Conference Program reaches over 600 members. PDF versions of the News are made available on our website to the public.

**Coming Soon...
 Advertise on our website! Look for more information at www.nysata.org later this summer**

Guidelines for Submission of Artwork:

All ads must be camera-ready for insertion in publications, grayscale, b/w, or color sized according to rate chart. Materials may be submitted electronically or on disk. Digital files must be compatible with the Mac version of InDesign. Files may be PDF, JPEG, TIF, or EPS and must include all fonts and illustrations when appropriate. Images must be 200 dpi resolution when sized at 100%. PDF proof will be provided if necessary. Please include business name in file name.

NYSATA NEWS Insertion Order Information

Sponsorship/Advertising Terms and Agreement

Insertion Orders: All insertion orders will be processed through the NYSATA website. There will be multiple payment options available including paying online by credit card or mail in check and/or purchase orders.

Payment: Accounts are due and payable 30 days from the date of invoice. First-time advertiser or agency on behalf of first-time advertiser must remit full payment with first insertion. Payment may be made by check, purchase order or charged to VISA or MasterCard Billing address must be included.

Purchase Orders: Insertion orders submitted by educational or governmental institutions must be accompanied by a copy of the purchase order. Ads will not be printed in the NYSATA News until the appropriate purchase order or payment is received.

Cancellations: No cancellations will be accepted after submission deadline.

Art Work Submission: Advertisers are requested to furnish

print-ready copy/images. NYSATA reserves the right to refuse any ad not prepared to the correct specifications or to rework the ad as necessary to fit the reserved space. Excessive reworking may result in additional charges at a rate of \$100 per hour. All advertising sponsors will be notified upon receipt of ad copy of the need for revisions so they may avoid any additional charges. Please prepare all ads to the exact dimensions specified in the rate chart and follow the guidelines for submission provided on the previous page.

Material Destruction: All production materials will be destroyed six months after publication unless otherwise noted.

Premium Placement Upgrades: Inside Front Cover, Inside Back Cover, Outside Back Cover are guaranteed with the price of the ad upgrade and available on a first-come, first-served basis.

NYSATA does not endorse any particular company, product or service and is not responsible for the content of any advertisement and reserves the right to accept or refuse any advertisement submitted for publication.

Insertion Order Rates • Go to www.nysata.org to process order

Ad Size	Price per insertion order	Price per insertion with Discount* (3 or more insertions)	Winter Digital Issue	Spring Print Issue	Summer Digital Issue	Fall Conference Promo Print Issue	Conference Printed Program
Full Page 7-3/4 x 9-3/4 h Print- B/W, Digital- Color	\$400	\$300	Choose publications on our web order form				Free with insertion in all 4 issues
Half Page –Horizontal 7-3/4 x 4-3/4 Print- B/W, Digital- Color	\$300	\$200	Choose publications on our web order form				Free with insertion in all 4 issues
Half Page –Vertical 3-3/4 x 9-3/4 Print- B/W, Digital- Color	\$300	\$200	Choose publications on our web order form				Free with insertion in all 4 issues
Quarter Page –Vertical 3-3/4 x 4-3/4 Print- B/W, Digital- Color	\$150	\$100	Choose publications on our web order form				Free with paid exhibit booth or with insertion in all 4 issues If both apply ad in program will be upgraded to 1/2 page
Call or e-mail for availability of the following upgrades Prices are in addition to insertion order prices listed above							
Back Cover-1/2 page Horizontal only Print -Color	\$250	\$200	NA		NA		N/A
Inside front Cover Print- B/W	\$400	\$350	NA		NA		N/A
Inside Back Cover Print -B/W	\$400	\$350	NA		NA		N/A
Logo & Link on Website	Coming Soon! More information will be posted on our website: www.nysata.org when available						

Deadlines for Submission:
Winter (electronic edition)
Deadline: February 1
Published Feb./Mar.

Spring (print edition)
Deadline: April 15
Published May/June

Fall (print edition) Conference Promo
Deadline: July 15
Extended to: August 10
Published September

Late Summer (electronic edition)
Deadline: August 1
Extended to August 10
Published Aug./Sept

NYSATA Calendar Year is July 1-June 30

Discount Price applicable if 3 or more ads of the same size are purchased and paid in advance during one calendar year.

Billing or Payment Questions Contact:
Terri Konu, NYSATA Accounts Receivable
tkonu@twcny.rr.com,
Phone & Fax: 315/695-2500

Please Send Artwork by Submission Deadline to:
Pat Groves, Promotions Chair
phgroves@aol.com
585/409-0570