



2015-2016 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. Established in 1948, NYSATA has consistently delivered timely and useful information to its membership through its publications and web presence. The NYSATA News contains articles of interest to art educators of all levels—from kindergarten through college level.

Advertising made easy! We now offer a yearly subscription rate for advertising in all of our digital eReader editions. Submit one ad for all three or updates as necessary. One subscription—one payment!

Advertising in the NYSATA News enables you to reach 1,300+ active members and over 6,000 contacts! Members include art teachers, school district art supervisors, museum educators, and higher education professionals.

The News is published four times per year, one print edition and three electronic eReader/PDF editions. The Fall News (print edition) promotes the Annual Conference. eReader and PDF versions of the News are made available on our website to the public.



Available Now!
Advertise on our website!
Your logo & link on our Home, Conference, and Program Pages

New Lower Rates and An Easy Subscription plan!

Annual Digital Subscription		Conference Promotion Print Issue		Annual Conference Program			
<p>All three (3) Digital eReader editions: Fall, Winter, Summer All ads are full color. Unless otherwise indicated we will run the original ad submitted with the subscription order.</p> <p>or</p> <p>Advertisers may submit different ads by the following deadlines: Fall eReader/PDF: September 15 Winter eReader/PDF: January 15 Spring eReader/PDF: April 15</p> <p>Submission Deadline: September 15</p>		<p>Add to subscription or Free ¼ Page for NYSATA Conference Exhibitors registered by June 1 (Grayscale only)</p> <p>Submission Deadline: August 30</p>		<p>Can be purchased separately or added to subscription. NYSATA Conference Exhibitors/Sponsors: Free ¼ page ad. Upgrade if desired when making booth reservation. (Grayscale only)</p> <p>Submission Deadline: October 1</p>			
Ad Size	Ad Size	Prices					
Full page	7-1/2" x 10" h	\$450	With Digital subscription Add \$125	or single insertion order \$200	With Digital Subscription Add \$125	Upgrade price with Conference booth registration: \$150	or single insertion order : \$250
½ page Horizontal	7-1/2" x 5" h	\$300	Add \$50	\$125	Add \$50	\$75 (upgrade)	\$125
¼ page Vertical	3-3/4" x 5" h	\$150	Add \$50 or free w/booth	\$75	Add \$50	Free with booth registration	\$75
Website Advertising				Price			
<p>Logo and Link on the NYSATA website Company name and logo when clicked, directs our members to your business' website address. It will be located on the top right of the NYSATA Home, Conference, and Program pages. Names/logos will appear on a rotating basis as each page is refreshed.</p>				<p>\$100 per year or Free with digital subscription of any size ad. Specifications: 315 x 180 pixels Send digital files (logo) to chenry@nysata.org Submission Deadline: September 15</p>			
<p>Submission of ads: Send production ready ads by submission date to Pat Groves: phgroves@aol.com. (See size and format specifications on next page)</p>							

Sponsorship/Advertising Terms

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.

Billing or Payment Questions Contact:

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

Go to www.nysata.org to process order

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 for digital editions must be 150 dpi resolution when sized at 100%.
- Images for print editions must be 300 dpi when sized at 100%.
- PDF proof will be provided if requested..
- Please include business name in file name.
- Web Advertising: Logo **must** be horizontal and fit within 315px(w) X 180px(h).