



## 2011-2010 NYSATA News Sponsorship/Advertising Rates

The **NYSATA News** is a great venue for businesses and institutions to reach art educators and decision makers. Readers use the information provided in each publication – advertising and editorial – as a valuable resource tool. Editorial material includes timely news items, feature stories, and legislative updates written by those in the field. The News is published four times per year, two print editions and two electronic PDF editions. The E-News is sent to over 4000 members and non-members and is made available on our website. The Fall News promotes the Annual Conference and is mailed to over 1600 members in public and private schools. The Spring News is devoted to advocacy issues and the promotion of NYSATA events and programs. The Annual Conference Program reaches over 600 members. Our membership includes K-12 art educators, administrators, pre-service students and college art educators.

### NYSATA News Sponsorship/Advertising Standard Rates • Circulation for each print edition: 1600+ • Circulation for E-News: 4000+

Size	Dimensions	Fall Conference Promo Print Edition	Spring Advocacy Print Edition	Both Fall Conf. Promo and Spring Print Editions	Winter and Summer E-News Full pdf online web versions	Inside Front, Inside Back Cover or Back Cover per issue- Call for availability
Full page	7-3/4" x 9-3/4" h	\$450	\$300	\$700	Add \$100	Upgrade \$75
½ page horizontal	7-3/4" x 4-3/4" h	\$350	\$200	\$500	Add \$75	Upgrade \$50
½ page vertical	3-3/4" x 9-3/4" h	\$350	\$200	\$500	Add \$75	Upgrade \$50
¼ page vertical	3-3/4" x 4-3/4" h	\$250	\$125	\$325	Add \$25	N/A
1/8 page horizontal	3-3/4" x 2-1/4" h	\$125	\$75	\$150	N/A	N/A

### Annual Conference Program • 650 printed. Call for availability of Premium Placement Full Color

Page size	Dimensions	Price	Upgrade Price with Paid Exhibitor Booth	Premium Placement, Full color: Inside front cover, inside back cover, or 4 page special center section (limited availability) Paid exhibitors add to b/w upgrade price.
Full page	7-3/4" x 9-3/4" h	\$400	\$150	Upgrade \$125
½ page horizontal	7-3/4" x 4-3/4" h	\$300	\$75	Upgrade \$100
½ page vertical	3-3/4" x 9-3/4" h	\$300	\$75	Upgrade \$100
¼ page vertical	3-3/4" x 4-3/4" h	\$200	Free	Upgrade \$75

### Premium Placement/Full Color in Fall and Spring Print Editions available for additional charge- Call for availability

Premium Placement	Size	Fall Print Edition Conf. Promo Issue Upgrade*	Spring Print Edition Upgrade*	Both Fall and Spring Print editions Upgrade*
Inside front cover full pg.	7-3/4" x 9-3/4" h	\$200	\$150	\$300
Inside front cover ½ page (horizontal)	7-3/4" x 4-3/4" h	\$100	\$75	\$150
Inside back cover full pg.	7-3/4" x 9-3/4" h	\$200	\$150	\$300
Inside back cover ½ pg. (horizontal)	7-3/4" x 4-3/4" h	\$100	\$75	\$150
Back cover 1/2pg (horizontal)	7-3/4" x 4-3/4" h	\$100	\$100	\$150

#### Deadlines for Submission:

Fall Conference Promo Issue	July 1	Winter E-News	December 1
Annual Conference Program	July 15	Summer E-News	May 1
Spring Print Edition	February 1		

#### Guidelines for Submission of copy:

- All ads must be camera-ready for insertion in publications, grayscale, b/w, or color sized according to rate chart above.
- Materials may be submitted electronically or on disk.
- Digital files must be compatible with the Mac version of InDesign. Files may be InDesign, 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.

**Questions?** Please contact Pat Groves, NYSATA Promotions Chair: phgroves@aol.com or 585 409 0570.

# NYSATA NEWS 2011-2012 Insertion Order and Sponsorship/Advertising Terms and Agreement

**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 purchase order or charged to VISA/MasterCard/AmericanExpress/Discover. Billing address must be included.

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.

**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.

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

**Cancellations:** No cancellations will be accepted after camera-ready deadline.

**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.

**Art Work Submission:** Advertisers are requested to furnish camera-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

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

Company \_\_\_\_\_  
 Street \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_  
 Contact Name \_\_\_\_\_ Title \_\_\_\_\_

**Payment:** \_\_\_\_\_ Purchase Order # \_\_\_\_\_ Accounts Payable Contact \_\_\_\_\_  
 Phone \_\_\_\_\_ Check # \_\_\_\_\_ (Please make checks payable to NYSATA)  
 Check One:  Visa  MasterCard  American Express  Discover  
 Total Charges \$ \_\_\_\_\_ Name on Card \_\_\_\_\_  
 Card Number \_\_\_\_\_ Exp \_\_\_\_/\_\_\_\_ Sec Code \_\_\_\_\_

**Please send  
 Insertion Order and  
 Ad Copy by  
 Submission Deadline to:**  
 Pat Groves,  
 Promotions Chair  
 phgroves@aol.com  
 or  
 26 Daisy Lane  
 North Chili, NY 14514  
 585/409-0570

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

Size & Orientation (Full pg, Half pg, ¼ pg. H or V)	Issue(s) for Insertion	Price	Upgrade	Price	Total
					\$
					\$
<b>Total</b>					<b>\$</b>
Special Instructions:					

Conference Exhibitors who wish to upgrade their free 1/4 pg. program ad may use this form

**Agreement:**

I, the undersigned, an authorized agent of the afore-named company, accept responsibility for payment and agree to the terms as stated above.

**Client's Authorized Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

**Signer's Name (Please print)** \_\_\_\_\_ **Title** \_\_\_\_\_