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## NYSATA Advertising Details

### NYSATA News, NYSATA Website

#### Ad sizes

- Quarter page printed program (free to all exhibitors): 3.75" w x 4.75" h, 150ppi JPG, PNG, or PDF
- Half page: 7.5" w x 4.75" h, 150ppi JPG, PNG, or PDF
- Full page: 7.5" w x 10" h, 150 pixels per inch JPG, PNG, or PDF
- Logo and link for NYSATA website (sponsors): display size is 200x200px JPG or PNG
- Whova app banner (upgrade): recommended 700px x 210px (max 1000px x 1000px) JPG or PNG

#### Publication/Submission Deadlines (we love early birds!):

- NYSATA News FALL Digital—August 15 (published Sept/Oct)
- NYSATA News FALL Printed Conference Promo—Aug 15 (published Sept/Oct)
- Conference Printed Program—Oct 15 (published early Nov)
- NYSATA News WINTER Digital—Feb 1 (published Feb/Mar)
- NYSATA News SPRING/SUMMER Digital—May 15 (published June)

#### Pricing

\$50 Digital issue quarter page

\$75 Digital issue half page

\$100 Digital issue full page

\$75 Fall print issue/conference program quarter page (free for exhibitors)

\$125 Fall print issue or conference program half page (\$50 upgrade for exhibitors)

\$200 Print issue/conference program full page (\$125 upgrade for exhibitors)

\$100 Logo and link on website (one year)

\$100 Whova conference app banner ad (\$75 for exhibitors)

#### Publication Details:

Conference program ads and printed issue ads appear in B/W (except inside front cover and inside back cover). All exhibitors registered by August 15 are eligible for a free additional ¼ page ad in the NYSATA News Fall Conference Promo edition (print) which appears in B/W.

Digital issue ads appear in full color. If you provide a full color ad. For best results, please provide a color and B/W version of your ad.