

NYLA 2009/2010 Advertising Agreement

COMPANY NAME: _____
 ADDRESS: _____ CITY: _____ STATE: _____ ZIP: _____
 CONTACT PERSON: _____
 PHONE: (____) _____ FAX: (____) _____ E-MAIL: _____

ISSUE	WINTER BULLETIN	SPRING BULLETIN	PRELIM. CONFERENCE PROGRAM	SUMMER BULLETIN	FINAL CONFERENCE PROGRAM	FALL BULLETIN	ANNUAL PACKAGE DISCOUNT
CIRCULATION	4,000	4,000	10,000 +	4,000	1,300	4,000	Total Distribution 27,300 +
Back Cover	-	-	\$700 (Half Page)	-	\$700 (Full Page)	-	\$1,260
Inside Back Cover	\$550	\$550	\$675	\$550	\$675	\$550	\$3,200
Full Page	\$475	\$475	\$600	\$475	\$600	\$475	\$2,790
Half Page	\$325	\$325	\$450	\$325	\$450	\$325	\$1,980
Quarter Page	\$200	\$200	\$250	\$200	\$250	\$200	\$1,170
Sixth Page	\$125	\$125	\$150	\$125	\$150	\$125	\$720
Reservation Deadline	1/25/09	4/6/09	4/20/09	6/19/09	8/3/09	10/30/09	
Copy Deadline	2/2/09	4/20/09	4/30/09	7/6/09	9/1/09	11/9/09	As stated per issue

TERMS AND CONDITIONS: Advertising agreements must be completed and received with payment by reservation dates specified above. Payments for annual packages must be paid in full, according to the reservation deadlines specified above. Cancellation of an ad must be made in writing at least 10 business days prior to the ad copy due date for that issue.

TOTAL NUMBER OF ADS _____
ANNUAL PACKAGE? YES NO
TOTAL AMOUNT \$ _____
NYLA E-NEWSLETTER, NEWS YOU CAN USE .. \$250 X _____ = _____
NYLA HOME PAGE SPONSORSHIP \$ _____
AMOUNT ENCLOSED \$ _____

PAYMENT METHOD
 Checks or money orders made payable to New York Library Association (\$20 charge for returned checks)
 Please charge my VISA _____ MASTERCARD _____ DISCOVER _____
 Card# _____
 3-Digit CVV Code _____ Exp Date _____
 Authorized Signature _____
 Print Name _____

NYLA Web Advertising

Choose a NYLA Homepage Sponsorship or place an ad in NYLA's e-newsletter, News You Can Use.

- Reach library professionals easily and effectively through the web
- Each only \$250/ month



If you do business with libraries in New York, you should be advertising with NYLA.

- Advertising with NYLA affords highly targeted, cost-effective exposure to library professionals across New York State.
- The NYLA Bulletin is a quarterly publication with more than 4,000 subscribers.
- The Preliminary Conference Program reaches more than 10,000 + library professionals.
- Our Final Conference Program is distributed to more than 1,300 conference attendees.
- Library professionals across the state reflect the diversity of our population, from Manhattan to Buffalo. New York State has more than 275 college and university libraries, 4,500 school libraries, 755 public libraries and more than 600 special libraries.

Strengthen your presence online. Let NYLA help!

According to the Pew Foundation, 75% of all Americans are now online at home or at work. Putting your products and services online is the most effective way to reach your audience.

NYLA has two exciting options for online advertising. Each just \$250!

- **NYLA Home Page Monthly Sponsorship.** An extremely popular option. Your company logo, with a link to your website will be placed on the NYLA Home Page as the sponsor for our Library Photo of the Month.
- **NYLA's e-newsletter, 'News You Can Use.'** One of NYLA's most popular member benefits! NYCU goes out weekly to 4,300+ NYLA members. Place an ad that will run for 4 weeks, complete with a 45-word description of your company's products and services and a graphic-link to your website. Even include an email address to receive questions about your product.

NYLA Members are as diverse as the areas in which they specialize:

- Academic, Special & Technology Librarians16%
- Library Administrators10%
- Public Librarians26%
- Reference & Adult Librarians10%
- School Library Media Specialists24%
- Youth Services Librarians14%

NYLA is 4,300 members strong. Statistics are based on NYLA's total membership.

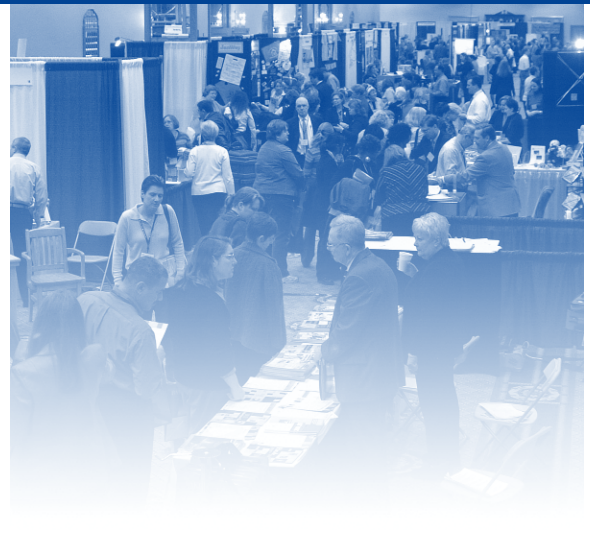
Ad Specifications:

Advertising copy should be formatted in EPS or PDF, 300dpi, with embedded fonts. JPG, GIF and BMP files are also acceptable. No MS Publisher or graphics in Word Documents can be accepted.

Files can be e-mailed to marketing@nyla.org or sent on disk to:

New York Library Association

252 Hudson Avenue
Albany, NY 12210-1802
800-252-6952 / Fax: 518-427-1697
www.nyla.org / marketing@nyla.org



Ad Dimensions

Inside Back Cover 7 1/4 x 10h inches	
Full Page 7 1/4 x 10h inches	
Half Page 4 3/4h x 7 1/4w inches	
Outside Back Cover 7 3/8h x 7 3/4w inches	
Final Conference Back Cover 7 1/4w x 10h inches	
Quarter Page 3 3/4w x 4 5/8h inches	
Sixth Page 2 3/8h x 4 7/8w inches	
Sixth Page 4 5/8h x 2 1/2w inches	