

# NYLA 2017 Advertising Agreement

## Company Information

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

## Advertisement Information

### 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 and advertising agreements can be e-mailed to: [marketing@nyla.org](mailto: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

ISSUE	Conference Promotional Brochure In Color!	Final Conference Catalog
<b>CIRCULATION</b>	4,000 +	1,300
<b>Inside Back Cover</b>	\$675	\$675
<b>Full Page</b>	\$600	\$600
<b>Half Page</b>	\$450	\$450
<b>Quarter Page</b>	\$250	\$250
<b>Reservation Deadline</b>	4/25/17	8/31/17
<b>Copy Deadline</b>	4/30/17	10/1/17

## Calculations

### Conference Promotional Brochure:

Inside Back Cover..... \$675 x \_\_\_ = \_\_\_  
 Full Page.....\$600 x \_\_\_ = \_\_\_  
 Half Page.....\$450 x \_\_\_ = \_\_\_  
 Quarter Page.....\$250 x \_\_\_ = \_\_\_

### Final Conference Catalog:

Inside Back Cover..... \$675 x \_\_\_ = \_\_\_  
 Full Page.....\$600 x \_\_\_ = \_\_\_  
 Half Page.....\$450 x \_\_\_ = \_\_\_  
 Quarter Page.....\$250 x \_\_\_ = \_\_\_

**Total Payment \$** \_\_\_\_\_

Checks or money orders made payable to New York Library Association (\$20 charge for returned checks)

All credit card charges must be made online. Upon receipt of your registration, we will e-mail a secure link to accept payment. Please check if using credit card. \_\_\_\_\_

X \_\_\_\_\_  
 Signature Date

**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.