



2021 Advertising Application

Name of Company

Contact

Mailing Address

City

State

Zip

Phone

Fax

e-Mail

PLEASE CIRCLE YOUR PREFERRED ADVERTISING SEGMENTS...

<i>Yellow Bus</i> Newsletter (March, June, September & December issues)	Ad Size	Member Rate (Per issue or full year)	Non Member Rate (Per issue or full year)	Choose: Quarter or Annually	Total
8.5"W x 11"H (vertical)	Full Page	\$500 or \$1700	\$575 or \$2000		
8.5"W x 5.5"H (horizontal)	1/2 Page	\$275 or \$900	\$350 or \$1200		
4.25"W x 5.5"H (vertical)	1/4 Page	\$175 or \$600	\$250 or \$750		
Business card size (horizontal)	1/8 Page	\$100 or \$300	\$175 or \$500		
Annual Membership Directory (issued in July)	Ad Size	Member Rate	Non Member Rate		Total
5.5"W x 8.5"H (vertical)	Full Page	\$500	\$550	*	
5.5"W x 4.25"H (horizontal)	1/2 Page	\$250	\$300	*	
2.75"W x 4.25"H (vertical)	1/4 Page	\$150	\$200	*	
2.75"W x 2.12"H (horizontal)	1/8 Page	\$80	\$130	*	
5.5"W x 8.5"H (vertical)	Inside Covers or Back Cover	\$650	\$800	*	
Driver Safety Competition Booster Booklet	Ad Size	Member Rate	Non Member Rate		Total
5.5"W x 8.5"H (vertical)	Full Page	\$150	\$200	*	
5.5"W x 4.25"H (horizontal)	1/2 Page	\$100	\$150	*	
5.5"W x 8.5"H (vertical)	Inside Covers Front or Back	\$175	\$250	*	
5.5"W x 8.5"H (vertical)	Back of Booklet	\$225	\$300	*	

Annual Convention Program	Ad Size	Member Rate	Non Member Rate		Total
8.5"W x 11"H (vertical)	Full Page	\$400	\$450	*	
8.5"W x 5.5"H (horizontal)	1/2 Page	\$225	\$275	*	
4.25"W x 5.5"H (vertical)	1/4 Page	\$125	\$175	*	
Business card size (horizontal)	1/8 Page	\$75	\$125	*	
<i>NYSBCA e-XPLAINS</i> (electronic ad) Only <u>two</u> spots available	Ad Size	Member Rate	Non Member Rate	Choose Month(s)	Total
Approximately 3" x 4" (vertical or horizontal)	One Month	\$50	\$75		
	3 Months	\$125	\$225		
	6 Months	\$225	\$325		
	9 Months	\$325	\$425		
	12 Months	\$475	\$575		
Website (electronic ad) Only <u>two</u> spots available	Ad Size	Member Rate	Non Member Rate	Choose Month(s)	Total
Approximately 1" x 1" square (shown on each page of website under search box)	One Month	\$125	\$200		
	3 Months	\$325	\$500		
	6 Months	\$600	\$750		
	9 Months	\$750	\$1000		
	12 Months	\$1000	\$1400		
Total Amount Due:					

Artwork Specifications:

- All print ads are done in black and white. Electronic ads are in color.
- Artwork for print media must be submitted digitally and in grayscale with no bleeds.
- File formats for submission should be .pdf, .eps, .tiff or .jpg files, provided all fonts are embedded and graphics have a minimum 300 dpi. High-resolution files are preferred.
- All newsletter ads are due by March 1st, June 1st, September 1st and December 1st.

Payment Information:

- Check
- Credit Card (MasterCard or Visa accepted)

Credit Card number: _____ Expiration: _____

Name on the credit card: _____

- Please bill me

Please send completed form, payment, and advertisement to:

NYSBCA ~ PO Box 268 ~ Latham, NY 12110 or email info@NYSBCA.com

Any Questions?

Contact Jennifer Bruce at (518) 220-9905 or info@NYSBCA.com.