



# Target Your Market with NYSAC!

# 2012 Marketing Tools & Prices

## \* Save These Dates \*

**2012 Legislative Conference**  
Jan. 30 - Feb. 1, 2012  
Desmond Hotel  
Albany, NY

**46th Annual County Finance School**  
May 2-4, 2012  
Sheraton Syracuse  
University Hotel  
Syracuse, NY

**2012 Fall Seminar**  
Sept. 12-14, 2012  
Syracuse, NY

## \* Please remember:

All private sector representatives must register as an exhibitor or sponsor of their own company in order to attend our events. Only associate members are allowed to register for a one day or full conference registration fee.

Packages and prices listed are subject to change.

### Conferences

Exhibit Booth	\$800	Legislative and Fall Conferences only
Corporate Sponsorship	\$5,000	
Platinum Sponsorship	\$3,500	
Opening Reception Sponsor	\$4,000 / or \$1,500	per co-sponsor
Dinner Sponsor	\$4,000 / or \$1,500	per co-sponsor
Lunch Sponsor	\$4,000 / or \$1,500	per co-sponsor
President's Reception Sponsor	\$4,000 / or \$1,500	per co-sponsor
Complimentary Conference Gift	\$3,500	
Coffee Break Sponsor	\$3,000 / or \$1,500	per co-sponsor
Name Badge Holder Sponsor	\$2,000	
Program Sponsor	\$2,000	
Popcorn Cart Sponsor	\$1,500	
Transportation Sponsor	\$1,500	
Gold Sponsor	\$1,000	
Silver Sponsor	\$500	

### Associate Membership

NYSAC Associate Membership	\$2,000
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### eAdvertising (Web and Weekly Wire)

Weekly Wire and Web ads for the year	\$2,500
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#### Website Ads

1 year (240w x 100h pixels)	\$1,750
6 months (240w x 100h pixels)	\$1,000
3 months (240w x 100h pixels)	\$600
1 month (240w x 100h pixels)	\$250

#### Weekly Wire Ads

24 ads/6 months (120w x 148h pixels)	\$1,000
12 ads/3 months (120w x 148h pixels)	\$550
4 ads/1 month (120w x 148h pixels)	\$200

### NYSAC News Magazine Advertising

Back Cover color	\$1,200
Inside Back Cover color	\$1,000
Inside Front Cover color	\$1,000
Full Page color	\$900
Full Page b&w	\$700
Half Page horizontal color	\$450
Half Page horizontal b&w	\$350
Half Page vertical color	\$450
Half Page vertical b&w	\$350
Quarter Page b&w	\$300
Business Card b&w	\$200

### NYSAC County Directory Advertising

#### Full Color Rates

Double Page Spread	\$2,649.50
Outside Back Cover	\$3,099.55
Inside Front or Back Cover	\$2,249.50
Full Page	\$1,899.50
2/3 Page	\$1,469.50
1/2 Page	\$1,099.50
1/3 Page	\$799.50
1/4 Page	\$629.50
1/6 Page	\$479.50
1/8 Page	\$359.50

#### Black and White Rates

Full Page	\$1,099.50
2/3 Page	\$939.50
1/2 Page	\$699.50
1/3 Page	\$549.50
1/4 Page	\$419.50
1/6 Page	\$329.50
1/8 Page	\$249.50

