



2017 Advertising Application

Name of Company

Contact

Mailing Address

City

State

Zip

Phone

Fax

e-Mail

PLEASE CIRCLE YOUR PREFERRED ADVERTISING SEGMENTS...

<i>Yellow Bus Newsletter</i> (March, June, September & December issues)	<i>Ad Size</i>	<i>Member Rate</i> (Per issue or full year)	<i>Non Member Rate</i> (Per issue or full year)	<i>Choose:</i> <i>Quarter</i> <i>or Annually</i>	<i>Total</i>
8.5"W x 11"H (vertical)	Full Page	\$500 or \$1600	\$550 or \$1800		
8.5"W x 5.5"H (horizontal)	1/2 Page	\$250 or \$800	\$300 or \$1000		
4.25"W x 5.5"H (vertical)	1/4 Page	\$150 or \$500	\$200 or \$650		
Business card size (horizontal)	1/8 Page	\$80 or \$275	\$130 or \$400		
<i>Annual Membership Directory</i>	<i>Ad Size</i>	<i>Member Rate</i>	<i>Non Member Rate</i>		<i>Total</i>
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	*	
<i>Driver Safety Competition Booster Booklet</i>	<i>Ad Size</i>	<i>Member Rate</i>	<i>Non Member Rate</i>		<i>Total</i>
5.5"W x 8.5"H (vertical)	Full Page	\$125	\$150	*	
5.5"W x 4.25"H (horizontal)	1/2 Page	\$75	\$100	*	
2.75"W x 4.25"H (vertical)	1/4 Page	\$50	\$75	*	
5.5"W x 8.5"H (vertical)	Inside Covers Front or Back	\$175	\$200	*	
5.5"W x 8.5"H (vertical)	Back of Booklet	\$200	\$225	*	

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)	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)	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	\$95	\$125		
	3 Months	\$250	\$300		
	6 Months	\$475	\$550		
	9 Months	\$650	\$750		
	12 Months	\$800	\$1000		
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: _____
- Please bill me

Please send completed form, payment, and advertisement to:

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

Any Questions?

Please call (518) 220-9905 or email NYSBCA.information@gmail.com or Jennifer@JenniferBruce.us

Thank you for partnering with the
New York School Bus Contractors Association!