



ADVERTISING OPPORTUNITY

NYSBCA YELLOW BUS E-NEWSLETTER

AD SIZES & PRICING

X-LARGE AD

600 W X 600 H PIXELS

- 4 Issues | Member: **\$1,700**
Non-member: **\$2,000**
- 1 Issue | Member: **\$500**
Non-member: **\$575**

LARGE AD

600 W X 300 H PIXELS

- 4 Issues | Member: **\$900**
Non-member: **\$1,200**
- 1 Issue | Member: **\$275**
Non-member: **\$350**

MEDIUM AD

300 W X 300 H PIXELS

- 4 Issues | Member: **\$600**
Non-member: **\$750**
- 1 Issue | Member: **\$175**
Non-member: **\$250**

SMALL AD

200 W X 150 H PIXELS

- 4 Issues | Member: **\$300**
Non-member: **\$500**
- 1 Issue | Member: **\$100**
Non-member: **\$175**

LEADERBOARD AD

600 W X 90 H PIXELS

- 4 Issues | Member: **\$1,000**
Non-member: **\$1,300**
- 1 Issue | Member: **\$300**
Non-member: **\$375**

Advertising in our Yellow Bus E-Newsletter will begin the process to build a relationship with our members to promote your product or services to create powerful connections and engage our members.

AD FORMAT REQUIREMENTS

- JPEG or .PNG file
- RGB color mode
- File must be a minimum 72 dpi
- Max file size 300 KB
- Advertiser supplies URL ad should link to.

ADVERTISE IN ALL 4 ISSUES OR SELECT AN ISSUE

- MARCH | Spring Issue
- JUNE | Summer Issue
- SEPTEMBER | Fall Issue
- DECEMBER | Winter Issue

Send an email to: tammy.mortier@nysbca.com with **your ad** and **the URL** that you want your ad link to.

AD DEADLINE

One week before the month you purchased to run your ad. For example, one week before 3/1, 6/1, 9/1, and 12/1.

QUESTIONS CONTACT US:

(518) 217-2505
tammy.mortier@nysbca.com

SECURE YOUR AD ONLINE AT:

NYSBCA.com/advertising