



2010 Prospectus Advertising Information

Publication Deadlines

Issue/type	Ads/ Copy Deadline	Publication Deadline	Est. Publication Date
Issue 1: e-news	1/22/10	2/15/10	2/22/10
Issue 2: e-news	3/15/10	4/8/10	4/15/10
Issue 3: print	4/22/10	5/10/10	5/21/10
Issue 4: e-news	5/25/10	6/8/10	6/15/10
Issue 5: e-news	7/26/10	8/9/10	8/16/10
Issue 6: e-news	9/24/10	10/8/10	10/15/10
Issue 7: print	10/25/10	11/11/10	11/22/10
Issue 8: e-news	11/24/10	12/8/10	12/15/10

Ad Rates—Print Issues

Ad Size	One Time Rate	Full Year Rate (2x/yr) Rate Per Issue
Full Page = 7 ½" x 9 ½"	\$600	\$500
½ Page = 7 ½" x 4 ¾"	\$500	\$425
1/3 Page = 7 ½" x 3 1/8"	\$450	\$400
¼ Page = 3 ¾" x 4 ¾"	\$425	\$350

Ad Rates—Electronic Issues

Ad Size	One Time Rate	Full Year Rate (6x/yr) Rate Per Issue
Promo ad (in main body of e-newsletter) (Includes 100x100 pixels ad w/ link and 50 words)	\$600	\$500
Side bar ad 125 x 300 pixels	\$500	\$425
Side bar ad 125 x 150 pixels	\$450	\$400
Side bar ad 125 x 100 pixels	\$425	\$350

Classified Advertising Rates

Members	Non-Members
Free, Unlimited Run	\$50.00 for first 25 words, \$0.30 per word after that

Please mail camera-ready or ads on disk to:

NYSOA • 119 Washington Ave • 2nd Floor • Albany, NY • 12210

Ads can also be emailed to NYSOA2020@gmail.com • Subject: Prospectus Advertisement

PROSPECTUS ADVERTISING CONTRACT

AGREEMENT between the New York State Optometric Association, Inc. and the undersigned advertiser for advertisement in the association's professional publication, *Prospectus*.

BLACK & WHITE PRINT ADS: Electronic files are preferred. Artwork must have all type, line art and images in place and in the correct size.

BLACK & WHITE OR COLOR ELECTRONIC ADS: Ads will appear in the emailed version of *Prospectus* with linked to the webpage of your choice. All files should be 72 dpi, jpg, gif or png formats. Please send URL address for linking

PRODUCTION CHARGES: If supplied material does not conform to printers' specifications, there will be a charge to convert it. These charges will be billed after publication.

GENERAL: All materials will be furnished at the advertisers' expense, but will thereafter remain his property. Unclaimed material may be disposed of by NYSOA unless return of materials is requested in writing upon submittal of original material. Submit postage paid return envelope for returns. If running multiple ads, NYSOA will keep material on file for duration of the run.

NYSOA and the printer are not responsible for loss due to causes beyond their control. Any changes made by the advertiser after the original copy has been submitted to the printer will be charged to the advertiser. All stipulations must be embodied herein: no verbal agreements recognized. NYSOA reserves the right to reject any copy deemed unsuitable for publication.

The NYSOA is solely responsible for all terms and conditions in this agreement. The NYSOA's liability is limited to the cost of the ad.

For print issues: Full page 1/2 Page 1/3 Page 1/4 Page Classified ad Full color insert (email for rates)
For electronic issues: Promo ad Side bar ad (select size) 125 x 300 125 x 150 125 x 100
For _____ Issue(s) beginning with Issue # _____

Company Name _____

Contact _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email Address: _____

Enclosed is my check for \$_____ made payable to NYSOA.

Our Company is a NYSOA Business Partner (ad is free of charge)

Please refer to the NYSOA Business Partner brochure for ad size and number of issues allowed per the level of Business Partner sponsorship.

Please charge my credit card below:

Authorized Amount: \$ _____

Credit Card Type: Amex Visa MasterCard

Credit Card Number: _____ Exp. Date: _____

Name on Card: _____ Billing Zip Code: _____

Signature: _____ Date: _____

Please bill me at the above address.

Advertising material: Enclosed to Follow

Artwork submitted: Email on Disc Camera-ready

Mail contract to Jessica Stephenson, NYSOA, 119 Washington Ave, 2nd Floor, Albany, NY 12210
Fax contract to 518-432-5902