



2011-12

# ADVERTISING AGREEMENT

for NYSPHSAA State Championship Programs

FOR OFFICE USE ONLY	
Pd. Date	_____
Check #	_____
Amount	_____
Size	_____
SP	_____

Make checks payable to:  
NYSPHSAA

8 Airport Park Boulevard, Latham, NY 12110

Attn: Advertising Department

All advertising inquiries can be directed to the Director of Marketing, Joe Altieri at (518) 690-0771 or fax at (518) 690-0775.

## ADVERTISING SIZES AND RATES \*See other side for list of Sports & Deadlines

# of Sports	List Sport(s) ↓	Full Pg 7.5 x 9.75	1/2 Pg-Hor 7.5 x 4.75	1/2 Pg-Vertical 3.625 x 9.75	1/4 Pg-Hor. 7.5 x 2.25	1/4 Pg-Vertical 3.625 x 4.75
1	_____	\$ 315	\$ 215	\$ 215	\$ 150	\$ 150
2	_____	\$ 505	\$ 345	\$ 345	\$ 210	\$ 210
3	_____	\$ 635	\$ 400	\$ 400	\$ 275	\$ 275
4	_____	\$ 800	\$ 550	\$ 550	\$ 375	\$ 375
5	_____	\$ 1,000	\$ 650	\$ 650	\$ 425	\$ 425
6	_____	\$ 1,150	\$ 750	\$ 750	\$ 495	\$ 495
7	_____	\$ 1,300	\$ 875	\$ 875	\$ 550	\$ 550
<b>All 25 Sports.....</b>		<b>\$ 1,700</b>	<b>\$ 1,000</b>	<b>\$ 1,000</b>	<b>\$ 725</b>	<b>\$ 725</b>

Add \$150 per program for back cover, inside back cover and inside front cover. Additional for color pages.

**NOTE:** Advertiser agrees to furnish copy and/or artwork. If no material is submitted for paid ad space, publisher shall use own discretion on creating ad copy. Publisher cannot accept any corrections after deadlines. Publisher will not assume liability for accuracy of advertising copy. Acceptable camera-ready copy is requested for all ads. Unless otherwise stated on this agreement, publisher will not provide advertiser proofing opportunity. Requests for published programs must be submitted in writing or e-mail. All ads and inquiries must be emailed to Joe Altieri at: [altieri@nysphsaa.org](mailto:altieri@nysphsaa.org).

**\*\*ALL AD DEADLINES ARE 3 WEEKS BEFORE EACH STATE CHAMPIONSHIP\*\***

Authorization: ..... Date: .....

Company ..... Print Name: .....

Street ..... Advertising in # of Sports Program: .....

City/State/Zip ..... Advertising Rate (above): \$ .....

Telephone: ( ) ..... Options (above): \$ .....

Fax: ..... Total Due: \$ .....

Email: ..... DEPOSIT: \$ .....

## AD COPY INSTRUCTIONS

Ad Size: \_\_\_\_\_

Other Instructions/Comments \_\_\_\_\_

Please check one of the following:

- Same Ad as Last Year (SALY)  
or
- Camera Ready Artwork Enclosed  
or
- Please create

### TO EXECUTE YOUR AD COMMITMENT:

\* Sign and complete this advertising agreement

\* Submit your payment

\* E-mail your advertisement camera-ready (exact sizes as above)