



2010 NYS GFOA ONLINE DIRECTORY ADVERTISING OPPORTUNITIES

Banner

- Member rate: \$1,200/year Non member rate: \$1,750/year

Banner ads will be on a rotation cycle with other banner advertisers.

Each banner ad includes a hot link to the company web site/web page. Size in pixels: 468 x 60

Cube/Button

- Member rate: \$995/year Non member rate: \$1,475/year

Cube ads will be combined in a banner format with other cube ads and included in the rotation cycle.

Each cube/button ad includes a hot link to the company web site/web page. Size in pixels: 120 x 90

Banner and Cube/Button advertising specs:

- ◆ Artwork must be Web-ready in one of the following formats: GIF – Stored at 72 dpi, indexed color; may not be transparent OR JPEG – stored at 72 dpi. No progressive JPEGs.

- ◆ It is the advertiser's responsibility to adjust for sharpness, color balance, and contrast as necessary.

Animated ads are not being accepted at this time. Send artwork to Maura Ryan at ryan@nysgfoa.org.

Hot Link

- Member rate: \$850/year *(Available to members only)*

Live link to your company's web site from the company representative's membership Detail (contact) page.

A hot link will be included on each company representative's Detail page.

URL to be used: _____

PDF Links

(Available to members only)

The PDF link will be included on each company representative's membership Detail (contact) page.

- ◆ Multi-page document (call for size limitation) \$750/year
- ◆ Single page document/ad (Full page ad: 7.5 x 10) \$680/year
- ◆ Half page-horizontal ad (Horizontal half: 7.5 x 5) \$470/year
- ◆ Half page-vertical ad (Vertical half: 3.5 x 10) \$470/year
- ◆ Quarter page-standard ad (Standard quarter: 3.25 x 5) \$370/year
- ◆ Quarter page-vertical ad (Vertical quarter: 2 x 10) \$370/year
- ◆ Eighth page ad (Eighth page: 3.5 x 2) \$260/year

Send document/artwork as an email attachment to Maura Ryan at ryan@nysgfoa.org.

Company Description

- Member rate: \$500/year *(Available to members only)*

Limited to 100 words. The description will be included on each representative's contact page.

Please attach on separate paper or send as an email attachment to Maura Ryan at ryan@nysgfoa.org.

Representative Photo

- Member rate: \$100/year, per photo *(Available to members only)*

Size in pixels: 150 x 150. Send as an email attachment to Maura Ryan at ryan@nysgfoa.org.

Package Discounts: Contact Maura Ryan for pricing. P: 518.465.1512 E: ryan@nysgfoa.org

PLEASE COMPLETE:

Company Name _____ Contact Person _____

Address _____

Phone _____ Email _____

Send payment to: NYS GFOA, 126 State Street, 5th Floor, Albany, NY 12207.

Questions: Contact Maura Ryan at 518-465-1512, or via email: ryan@nysgfoa.org.