



2012-13

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
All 25 Sports.....		\$ 1,700	\$ 1,000	\$ 1,000	\$ 725	\$ 725

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.**

****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)