

## List of NYSAC Marketing Tools and Prices for 2010

### Conferences

Exhibit Booth \$800 at Legislative and Fall Conferences only

	<u>Sole Sponsor</u>	<u>Co-Sponsor</u>
Corporate Sponsorship	\$5,000	can accept multiple sponsors
Platinum Sponsorship	\$3,500	can accept multiple sponsors
Complimentary Conference Gift	\$3,000	
Conference Program Sponsor	\$2,000	
Learning Theatre	\$3,000	can accept multiple sponsors
Opening Reception	\$4,000	\$1,500 per co-sponsor
Dinner	\$4,000	\$1,500 per co-sponsor
Lunch Sponsor	\$4,000	\$1,500 per co-sponsor
President's Reception	\$4,000	\$1,500 per co-sponsor
Coffee Breaks	\$3,000	\$1,500 per co-sponsor
Popcorn Cart Sponsor	\$1,500	
Transportation Sponsor	\$1,500	can accept multiple sponsors
Gold Sponsor	\$1,000	can accept multiple sponsors
Silver Sponsor	\$500	can accept multiple sponsors

### Golf Tournament at Fall Seminar

Golf Shirts	\$4,000	can accept two co-sponsors
Tournament Luncheon	\$1,500	
Golf Balls	\$1,500	
Golf Transportation	\$1,500	
Golf Hats	\$1,500	
On Course Refreshments	\$1,500	
Variety of Golf Awards	\$500	can accept multiple sponsors
Hole Sponsor	\$100	can accept multiple sponsors

### Membership

NYSAC Associate Membership \$2,000

### Advertising

#### **NYSAC News Magazine**

Business Card	\$200
Quarter Page	\$300
Half Page vertical	\$350
Half Page vertical color	\$450
Half Page horizontal	\$350
Half Page horizontal color	\$450
Full Page	\$700
Full Page color	\$900
Inside Front Cover color	\$1,000
Inside Back Cover color	\$1,000
Back Cover color	\$1,200

#### **NYSAC County Directory**

##### Full Color Rates

Double Page Spread	\$2,649.50
Outside Back Cover	\$3,099.55
Inside Front or Back Cover	\$2,249.50
Full Page	\$1,899.50
2/3 Page	\$1,469.50
1/2 Page	\$1,099.50
1/3 Page	\$799.50
1/4 Page	\$629.50
1/6 Page	\$479.50
1/8 Page	\$359.50

##### Black and White Rates

Full Page	\$1,099.50
2/3 Page	\$939.50
1/2 Page	\$699.50
1/3 Page	\$549.50
1/4 Page	\$419.50
1/6 Page	\$329.50
1/8 Page	\$249.50

County Directory Purchase Price \$75 + shipping and handling

Mailing list per county job title \$75