



NEW YORK
SCHOOL
NUTRITION
ASSOCIATION

2020 MEDIA KIT

Web Advertising Options

Advertising on the NYSNA website is a great way to reach member and non-member visitors! NYSNA's official website is the hub members visit to connect with one another, find out about upcoming events, learn about SNS & SNA certifications, and much more. Advertising on NYSchoolNutrition.org offers several cost-effective advertising opportunities to position your company as a leader in front of an influential group of association professionals.

HOME PAGE BANNER

MEMBER RATE: \$300/QUARTER

Promote your brand on the NYSNA homepage! Your ad will appear in the rotating banner at the top of NYSNA's homepage. One banner ad is available per quarter. Ads should be sent as a **high resolution .jpg file and must be exactly 980w x 240h.** (Based on availability)

PLEASE SELECT THE QUARTER YOU WISH TO HAVE YOUR AD RUN

Fall: October- December
Winter: January- March
Spring: April- June
Summer: July- September

TOTAL(\$)

MEMBER LANDING PAGE

MEMBER RATE: \$250

Advertise front and center on NYSNA's Member Landing Page! One ad is available per quarter. Ads should be sent as a **high resolution .jpg file no larger than 800w x 200h.** (Based on availability)

PLEASE SELECT THE QUARTER YOU WISH TO HAVE YOUR AD RUN

Fall: October- December
Winter: January- March
Spring: April- June
Summer: July- September

TOTAL(\$)



SUBTOTAL _____

E-News Advertising



NYSNA's E-Newsletter is a monthly email sent to members featuring hot topics in the School Nutrition industry, the most current calendar items and links to open event registrations.

SIDE COLUMN

MEMBER RATE: \$150/AD

Ad will appear in the side column of NYSNA's Monthly E-Newsletter. Side column ads should be sent as a **high resolution .jpg file and no larger than 180w x 270h.**

PLEASE INDICATE THE TOTAL NUMBER OF ADS YOU WOULD LIKE FOR EACH PREFERRED MONTH AS WELL AS THE FINAL COST.

(LIMIT 2 ADS PER MONTH, BASED ON SPACE AND AVAILABILITY)

	# OF ADS	TOTAL COST		# OF ADS	TOTAL COST
JANUARY	1 or 2	_____	JULY	1 or 2	_____
FEBRUARY	1 or 2	_____	AUGUST	1 or 2	_____
MARCH	1 or 2	_____	SEPTEMBER	1 or 2	_____
APRIL	1 or 2	_____	OCTOBER	1 or 2	_____
MAY	1 or 2	_____	NOVEMBER	1 or 2	_____
JUNE	1 or 2	_____	DECEMBER	1 or 2	_____

SUBTOTAL _____

RESERVE YOUR SPOT!



- All advertisements are subject to NYSNA's approval of copy, text, display and illustration. NYSNA is not responsible for content or link errors. Please proof all materials carefully. NYSNA reserves the right to cancel advertising agreements.
- All advertisements are accepted and published on the representation that advertisers are properly authorized to publish the entire contents and subject matter thereof. It is understood that the advertisers will hold NYSNA harmless from and against any claims or suits from libel, violation of the right of privacy, plagiarism, copyright infringement and any other claims or suits based on the contents or subject matter of such publication. Ads not submitted in the correct format and size requirements will be returned.
- **SUBMISSION DEADLINE:** All materials must be submitted a month prior to the ad run date. **Late materials will not be accepted.**

NAME _____ TITLE _____

ORGANIZATION _____

ADDRESS _____ CITY _____ STATE _____ ZIP _____

PHONE _____ EMAIL _____

TOTAL DUE: (\$) _____

PAYMENT MUST BE SUBMITTED PRIOR TO AD PLACEMENT