

Please check desired ad size and publication issues: **NYCOM is not responsible for correcting any incorrect dimensions or colors.**

QUARTER PAGE

Per insertion

- Horizontal** 7.5" wide x 2.5" high
 - Vertical** 4.25" wide x 5" high
 - 1-2 Insertions \$475
 - 3-4 Insertions \$425
 - 5-6 Insertions \$375
 - FULL COLOR** Additional \$265
- Subtotal: _____

HALF PAGE

- Horizontal** 7.5" wide x 5.25" high
 - Vertical** 4.25" wide x 10" high
 - 1-2 Insertions \$575
 - 3-4 Insertions \$500
 - 5-6 Insertions \$450
 - FULL COLOR** Additional \$285
- Subtotal: _____

FULL PAGE 7" wide x 10" high

- 1-2 Insertions \$675
 - 3-4 Insertions \$625
 - 5-6 Insertions \$575
 - FULL COLOR** Additional \$285
- Subtotal: _____

COVERS - Please call for availability.

- Inside front cover** 7" wide x 10" high
- 1-2 Insertions **FULL COLOR ONLY** \$1300
 - 3-4 Insertions **FULL COLOR ONLY** \$935
 - 5-6 Insertions **FULL COLOR ONLY** \$900
- Inside back cover** 7" wide x 10" high
- 1-2 Insertions **FULL COLOR ONLY** \$1300
 - 3-4 Insertions **FULL COLOR ONLY** \$935
 - 5-6 Insertions **FULL COLOR ONLY** \$900
- Back cover** 7" wide x 7.5" high
- 1-2 Insertions **FULL COLOR ONLY** \$1270
 - 3-4 Insertions **FULL COLOR ONLY** \$920
 - 5-6 Insertions **FULL COLOR ONLY** \$880

Available Discounts - Please check all that apply.

- I am bundling the 2010 Bulletin with the 2010 Directory:*
 - I am a new advertiser, deduct 20% from any ONE issues of the Bulletin.*
 - I am a current advertiser, deduct 10% from any TWO issues of the Bulletin.*
 - I am a current advertiser and an association member, deduct 15% from any TWO issues of the Bulletin.*
- I am not bundling, but I am an associate member, deduct 10%.*

| |
|-----------------|
| TOTAL \$ |
|-----------------|

2010 ISSUES - Deadline NYCOM Editorial Calendar

Please check off which issues you would like to place your ad **and circle** the two issues you would like to use your discount if it applies.

- January/February - December 18, 2009**
Legislative Priorities Meeting
- March/April - February 12, 2010**
Winter Legislative Meeting
- May/June - April 12, 2010**
Economic Development
- July/August - June 11, 2010**
NYCOM's Annual Meeting
- September/October - August 7, 2010**
Fall Training School
- November/December - October 10, 2010**
Public Works School

Display ads must be sent electronically or on disk (please include a hard copy of the artwork).
 • Trim Size: 8.5" x 11" • Line Screen: 133-185
 • PDF, TIFF, or EPS files are accepted. Please make sure fonts/photos are embedded.
 • If sent electronically, please include in Subject: (Company/Bulletin Issue, 2010).

CONTACT/BILLING INFORMATION

Company: _____ **Contact:** _____

Address: _____

Telephone: _____ **Fax:** _____ **E-mail:** _____

Billing Contact (if different from above): _____

Address: _____

Telephone: _____ **Fax:** _____ **E-mail:** _____

Advertising Terms & Conditions:

- 1. INSERTION DATES.** The advertisement provided by the ADVERTISER to NYCOM for publication in the *Bulletin* shall appear in one or more of the following issues: January/February 2010; March/April 2010; May/June 2010; July/August 2010; September/October 2010; and November/December 2010.
- 2. AD SIZES.** Advertisement sizes are as follows: Full page (includes inside front cover and inside back cover), back cover, half-page (1/2) and one-quarter (1/4) page.
- 3. COST.** Payment shall be received by NYCOM either prior to publication or within thirty (30) days after invoicing. NYCOM reserves the right to withhold subsequent advertisements until contracted-for-advertisement is paid in full.
- 4. PUBLICATION DATES/EDITORIAL CALENDAR.** The *Bulletin* is published on a bi-monthly basis as follows: January/February, March/April, May/June, July/August, September/October and November/December. The publication date referred to in this agreement shall mean the first day of the first month for which the issue is designated. NYCOM, however, makes no guarantee as to the actual date of publication and/or mailing. Should NYCOM be unable to publish a particular issue, or the editorial calendar incurs a change, NYCOM shall notify the ADVERTISER within five (5) days after closing date. If the particular issue is unable to be published, the ADVERTISER shall be entitled to a full refund or contract the advertisement in the next issue of the *Bulletin*. If the editorial calendar incurs a change, the ADVERTISER has the right to cancel any contracted-for-advertisement without penalty up to five (5) days following notification, or contract the advertisement in the intended editorial issue of the *Bulletin*.
- 5. CONTENT.** NYCOM shall have the sole discretion to reject any advertisement which it deems to be unsuitable or inappropriate for the *Bulletin*. ADVERTISER shall provide NYCOM with camera-ready copy, negative or electronic file. NYCOM is not responsible for reproduction errors due to incorrect dimensions or content. A hard copy of artwork must accompany film or disk. Electronic files must have a hard copy of artwork accompany the contract.
- 6. LIABILITY.** NYCOM shall not be liable to ADVERTISER for any errors, omissions in artwork provided to NYCOM by the ADVERTISER. Additionally, the ADVERTISER shall indemnify NYCOM and hold NYCOM harmless for any claim or judgement in which NYCOM incurs any expenses or in which any damages are awarded against NYCOM based upon any false or defamatory content of ADVERTISER's copy.
- 7. CANCELLATION.** NYCOM reserves the right to cancel any contracted for advertisement without penalty up to five (5) days prior to the issue of the publication date. The ADVERTISER shall be entitled to cancel any contracted-for advertisement up to 15 days prior to the publication date. Should the ADVERTISER fail to provide copy after contracting-for advertisement space and should the ADVERTISER fail to cancel as set forth above, the ADVERTISER shall be liable to NYCOM for the full cost of the advertisement.
- 8. LAWS OF NEW YORK.** This AGREEMENT shall be governed by the Laws of the State of New York.
- 9. ENTIRE AGREEMENT.** This entire AGREEMENT, along with an ad copy attached hereto, shall constitute the entire agreement between the parties and shall only be modified by a subsequent written agreement signed by both parties.

NEW YORK STATE CONFERENCE OF MAYORS AND MUNICIPAL OFFICIALS, 119 WASHINGTON AVENUE, ALBANY, NY 12210

Signature of Authorized Advertiser _____ Date _____ Jennifer L. Purcell, NYCOM Publications Editor _____ Date _____

RETURN CONTRACT WITH ARTWORK AND PAYMENT BY DECEMBER 18, 2009 TO: NYCOM, Attn.: Jennifer Purcell, 119 Washington Ave., Albany, NY 12210 • (518) 463-1185 • Fax (518) 463-1190 • e-mail: henny3775@yahoo.com • www.nycom.org