



Welcome to the New York State Conference of Mayors' 'MARKETPLACE'

A one stop-shop
for advertising - saving
you hundreds of
advertising dollars for
2009 and 2010.

*The Marketplace is where you combine the
Municipal Bulletin and the NYCOM Directory -
and get more for less.*

Do you only advertise in the *Municipal Bulletin* or the *NYCOM Directory* -
then welcome to the Marketplace - where you have an opportunity to
receive ***huge discounts on advertising for two years.***

If the ***Municipal Bulletin*** is where
you have spent your advertising
money throughout the years, then you
will receive a **first-timer 25%
discount** on a ***NYCOM Directory***
advertisement.

\$275 savings⁺

If you have only advertised in the
NYCOM Directory in the past and
not in the ***Municipal Bulletin*** -
you will receive a **first-timer 25%
discount** on a ***Municipal
Bulletin*** advertisement in any one
of the six issues.

\$235 savings^{*}

**Here is the HUGE savings - not only are these rates good for 2009 -
but you are locked in for 2010 (a \$550⁺ and \$470^{*} savings).**

This means you will receive these discounts again for 2010 - but only if you advertise
and prepay in both the *NYCOM Directory* and the *Municipal Bulletin* now.

**Are you an advertiser that already advertises in both publications -
you have the potential to save more as well. By prepaying now, you will save on any
increases for 2010 - and associate members will still receive their 10% discount.**

*Please note that you do not have to bundle the Municipal Bulletin and NYCOM Directory - rates are
available for each publication separately. Also, advertisers will not be eligible for the 'first-timer'
discounts if you have advertised in that particular publication in the last two years.*

Deadline: December 22, 2008

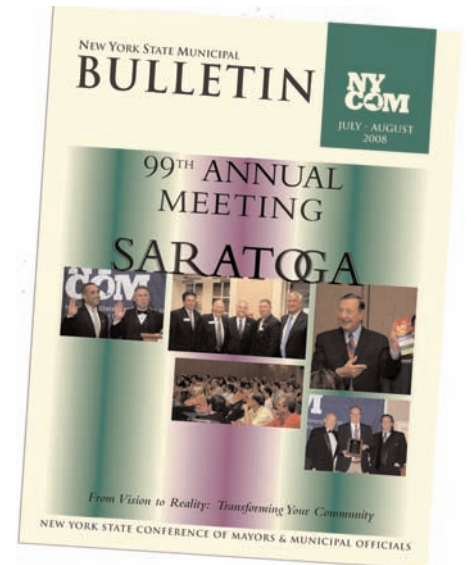
⁺Based on a full page, full color insertion.

^{*}Based on a one time, full page, full color insertion

GET YOURSELF FAMILIAR WITH NYCOM'S PUBLICATIONS

NYCOM's ***Municipal Bulletin*** is a unique publication presenting in-depth articles about important and timely municipal issues in the areas of finance, environment & health, government operations, economic community development and labor issues. The ***Municipal Bulletin*** also highlights current and upcoming training events, as well as other information important to the local official.

Our readership of 7,000 includes mayors, managers, administrators, trustees, council members, finance officers, purchasing officers, treasurers, clerks, clerk-treasurers, assessors, municipal attorneys, municipal justices, superintendents of public works, municipal engineers, directors of parks & recreation, state assembly members & staff, state senators & staff, state agency officials, federal representatives, government associations, associate members, and municipal consultants.



Visit the NYCOM Web site at www.nycom.org to view a complementary copy of the *Municipal Bulletin*** and see what your advertising dollars will get you!**



NYCOM's ***Directory of City & Village Officials and Product Services Guide*** is the most comprehensive listing of municipal officials in New York State. This annual publication lists every city and village in New York State, complete with names, titles, numbers, street address, Web sites, office hours, and board meeting dates.

Thousands of municipal officials throughout New York State receive the NYCOM ***Directory*** and use it year round as a resource guide. The NYCOM ***Directory*** includes additional information for the local official, offering insight into all that NYCOM has to offer as an association, New York State facts and stats, resources on professional associations & associate members, state & federal government listings and much more.

*Make contact with the thousands of local officials in the New York municipal market place. Your advertisement will be a constant reminder to this selective audience of the products and services you provide. The NYCOM ***Directory*** reaches mayors, managers, administrators, trustees, council members, finance officers, purchasing officers, treasurers, clerks, clerk-treasurers, assessors, municipal attorneys, superintendent of public works, municipal engineers, directors of parks & recreation, state assembly members & staff, state senators & staff, state agency officials, federal representatives, statewide and regional association and NYCOM's associate members.*

Don't forget about the added benefit of your listing in NYCOM's Virtual Directory Advertiser Alley. Your company's name, product & services description, and direct link to your Web site will be featured in the 'members-only' section of the NYCOM Web site at no additional cost to you.

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 \$460

3-4 Insertions \$410

5-6 Insertions \$360

FULL COLOR Additional \$260

Subtotal: _____

HALF PAGE

Horizontal 7.5" wide x 5.25" high

Vertical 4.25" wide x 10" high

1-2 Insertions \$560

3-4 Insertions \$485

5-6 Insertions \$435

FULL COLOR Additional \$280

Subtotal: _____

FULL PAGE 7" wide x 10" high

1-2 Insertions \$660

3-4 Insertions \$610

5-6 Insertions \$560

FULL COLOR Additional \$280

Subtotal: _____

COVERS - Please call for availability.

Inside front cover 7" wide x 10" high

1-2 Insertions **FULL COLOR ONLY** \$1240

3-4 Insertions **FULL COLOR ONLY** \$890

5-6 Insertions **FULL COLOR ONLY** \$840

Inside back cover 7" wide x 10" high

1-2 Insertions **FULL COLOR ONLY** \$1240

3-4 Insertions **FULL COLOR ONLY** \$890

5-6 Insertions **FULL COLOR ONLY** \$840

Back cover 7" wide x 7.5" high

1-2 Insertions **FULL COLOR ONLY** \$1240

3-4 Insertions **FULL COLOR ONLY** \$890

5-6 Insertions **FULL COLOR ONLY** \$840

Subtotal: _____

Available Discounts - Please check all that apply

I am bundling the Bulletin with the Directory:

2009 and 2010

I am a new advertiser, deduct 25%*.

I am a new advertiser and associate member, deduct 35%*.

I am a current advertiser.

I am a current advertiser and an association member, deduct 10%.

I am not bundling, but I am an associate member, deduct 10%.

*discount applies to one issue only **TOTAL \$** _____

2009 ISSUES - Deadline

NYCOM Editorial Calendar

Please check off which issues you would like to place your ad **and** circle the one issue you would like to use your discount* for if applicable.

January/February - December 22, 2008
Legislative Priorities Meeting

March/April - February 13, 2009
Winter Legislative Meeting

May/June - April 10, 2009
Economic Development Conferences

July/August - June 12, 2009
NYCOM's 100 Year Celebration - Annual Meeting

September/October - August 7, 2009
Fall Training School

November/December - October 10, 2009
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.

• If sent electronically, please include in Subject: (Company/Bulletin Issue, 2009).

CONTACT/BILLING INFORMATION

Company: _____ Contact: _____

Address: _____

Telephone: _____ Fax: _____ E-mail: _____

Billing Contact (if different from above): _____

Address: _____

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 2009; March/April 2009; May/June 2009; July/August 2009; September/October 2009; November/December 2009.
- 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 fifteen (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 22, 2008 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

Please check desired ad size: All display ads include a 25 word product listing in one category • Deadline: December 22, 2008

BUSINESS CARD

- Horizontal 3.5" wide x 2" high \$325
- Vertical 2" wide x 3.5" high \$325
- FULL COLOR** \$485

QUARTER PAGE

- Horizontal 7" wide x 2.25" high \$485
- Vertical 3.5" wide x 5" high \$485
- FULL COLOR** \$650

HALF PAGE

- Horizontal 7" wide x 5" high \$590
- Vertical 3.5" wide x 7" high \$590
- FULL COLOR** \$750

FULL PAGE

- 7" wide x 10" high \$850
- FULL COLOR** \$1100

COVERS - Please call for availability.

FULL COLOR ONLY (INCLUDED IN COST)

- Inside front cover 7" wide x 10" high \$1680
- Inside back cover 7" wide x 10" high \$1680
- Back Cover 7" wide x 7.5" high \$2200

ADDITIONS

Full Product Listing (FL) - Full listing under an additional category.
_____ @ \$200/category = _____

Company Product Listing (CL) - Listing only the name and address under an additional category.
_____ @ \$150/category = _____

• Display ads must be sent electronically or on disk • Trim Size: 8.5" x 11" • Line Screen: 133-185 • PDF, EPS or TIFF files will be accepted
• NYCOM is not responsible for correcting any incorrect dimensions or colors.
• If emailing your ad please include: (Subject: Company Name/Directory 09).

Available Discounts - Please check all that apply

- I am bundling the Directory with the Bulletin:
 - 2009 and 2010
 - I am a new advertiser, deduct 25%*.
 - I am a new advertiser and associate member, deduct 35%*.
 - I am a current advertiser
 - I am a current advertiser and an association member, deduct 10%.
- I am not bundling, but I am an associate member, deduct 10%.

Checks payable to NYCOM TOTAL \$ _____

Please fill out information below clearly. It will be published as it is written below.

CATEGORIES - Please choose your category from the list at the bottom of this page. Your display ad includes your choice of (1) one category. If you would like to choose additional category listings at an additional cost (listed above), please indicate **FL for a full product listing or **CL** for a company product listing on the line provided next to the appropriate category listed at the bottom of this page.**

COMPANY NAME: _____

ADDRESS: _____

TELEPHONE: _____ **FAX:** _____

WEB SITE: _____ **E-MAIL:** _____

CONTACT PERSON (name to appear in directory): _____

THREE CLIENTS (optional): _____

GENERAL AREA SERVED (please check one):

- | | | |
|---------------------------------------|---|--|
| <input type="checkbox"/> Entire State | <input type="checkbox"/> Capital District | <input type="checkbox"/> Hudson Valley |
| <input type="checkbox"/> Long Island | <input type="checkbox"/> Central New York | <input type="checkbox"/> Adirondack Region |

DESCRIPTION OF PRODUCT/SERVICE (please check one):

- 25 word product listing is attached (or) 25 word product listing is provided in an e-mail (or) Pick up my 2008 product listing

AUTHORIZED BY: _____ **DATE:** _____

CATEGORIES

**If you do not see a category that fits your company, please check: "Other" and write in your appropriate category. You must receive prior approval in order to list an "Other" category listing - (518) 463-1185.*

- | | | |
|---|--|---|
| <input type="checkbox"/> Accountants & Auditors _____ | <input type="checkbox"/> Environmental Engineers _____ | <input type="checkbox"/> Municipal Law _____ |
| <input type="checkbox"/> Architects _____ | <input type="checkbox"/> Excavation & Site Work _____ | <input type="checkbox"/> Municipal Management _____ |
| <input type="checkbox"/> Attorneys _____ | <input type="checkbox"/> Executive Search _____ | Consultants _____ |
| <input type="checkbox"/> Banking Institutions _____ | <input type="checkbox"/> Financial Consultants _____ | <input type="checkbox"/> New Technologies _____ |
| <input type="checkbox"/> Bond Counsels & Underwriters _____ | <input type="checkbox"/> Fireworks _____ | <input type="checkbox"/> Parking Violation Management _____ |
| <input type="checkbox"/> Civil Engineers/Land Surveyors/Consultants _____ | <input type="checkbox"/> Furnishings/Supplies _____ | <input type="checkbox"/> Plaques/Signs _____ |
| <input type="checkbox"/> Codification _____ | <input type="checkbox"/> General Contractors _____ | <input type="checkbox"/> Playground Equipment _____ |
| <input type="checkbox"/> Community & Economic Development Consultants _____ | <input type="checkbox"/> Hazardous & Waste Management _____ | <input type="checkbox"/> Public Works Equipment _____ |
| <input type="checkbox"/> Computer Hardware & Software _____ | <input type="checkbox"/> Holiday/Street Decorations _____ | <input type="checkbox"/> Real Estate Appraisers _____ |
| <input type="checkbox"/> Construction Management _____ | <input type="checkbox"/> HVAC _____ | <input type="checkbox"/> Records Preservation/Storage _____ |
| <input type="checkbox"/> Contractors _____ | <input type="checkbox"/> Insurance & Risk Management _____ | <input type="checkbox"/> Recreation/Park Equipment _____ |
| <input type="checkbox"/> Deferred Compensation Plans _____ | <input type="checkbox"/> Laboratories -- Testing _____ | <input type="checkbox"/> Recyclers _____ |
| <input type="checkbox"/> Electrical Engineers/Contractors _____ | <input type="checkbox"/> Landscape, Park Architects & Planners _____ | <input type="checkbox"/> Street/Highway Maintenance Equipment/Materials _____ |
| <input type="checkbox"/> Education & Training _____ | <input type="checkbox"/> Legislative Services _____ | <input type="checkbox"/> Telecommunications Systems _____ |
| | <input type="checkbox"/> Masonry/Foundations/Groundwork _____ | <input type="checkbox"/> Water/Wastewater Equip./Facilities _____ |
| | | <input type="checkbox"/> *Other: _____ |

Return contract with full payment by December 22, 2008 to: NYCOM, 119 Washington Ave., Albany, NY 12210 • (518) 463-1185 • Fax (518) 463-1190 • e-mail: henny3775@yahoo.com • www.nycom.org