

Advertising Opportunities for 2016

We are now accepting items for publication in our bimonthly magazine, *Talk of the Towns & Topics*, which will be distributed to our 20,000 subscribers six different times in 2016, and our 2016-17 *Directory of Town Officials*.

New this year for the *Directory*, we have instituted an early-bird period for advertisers to get their spot reserved before rates go up on Jan. 11, 2016!

New this year for the magazine, we are offering a "subscription" for our most frequent advertisers. Commit to advertise in ***at least*** three consecutive issues and receive a break on pricing for each placement.

The advertising contracts for each publication containing pertinent info including deadlines, specs and rates are located on our website or by calling Publications Manager Libby Schirmer the office at (518)465-7933.

Want an even bigger break on your advertising costs? *Become an Association of Towns Corporate Member and receive a slew of benefits according to the tier that works best for you. Benefits include comp ads and ad discounts, price breaks on association publications and other items, first crack at exhibiting and sponsorship opportunities and more! Call Deputy Director Kim Splain at (518)465-7933 to become a corporate member today!*



Association of Towns 2016 - 2017 Directory EARLY-BIRD RATES

Company Name _____

Address _____

Contact _____ Phone # _____

Size of Ad (check one):

1/8 page _____ \$225 (3 1/2" x 2 1/4")

Half page _____ \$800 (7 1/2" x 4 3/4")

1/4 page _____ \$400 (3 3/4" x 4 3/4")

Full page _____ \$1600 (7 1/2" x 9 1/2")

*Inside Back Cover _____ \$1800 (7 1/2" x 9 1/2")

*Inside Front Cover _____ \$1800 (7 1/2" x 9 1/2")

*Back Cover _____ \$2000 (7 1/2" x 7 1/2")

* **denotes full color option**

- 120 line screen is recommended for ads in negative form and 100 line screen is recommended for ads in stat form. No bleed ads please. Ads should be submitted electronically to lschirmer@nytowns.org. PDF file format at 300 dpi is preferred for optimum quality. Questions? Please contact Libby Schirmer at 518/465-7933.
- Rates are not commissionable.
- Enclose check with this form. Make checks payable to: Association of Towns of the State of New York. Ads cannot be guaranteed without full payment.
- Mail to: Directory of Town Officials
Attention: Libby Schirmer
Association of Towns
150 State Street
Albany, NY 12207
- **Deadline** for camera-ready copy and payment is **January 8, 2016***.

*** Deadline to lock in these at these current rates is January 8, 2016. Our rates will increase on January 11, 2016, and new contracts reflecting the updated rates will be mailed out at that time. Don't miss out on the lowest rates for the 2016-17 Directory!**

For more information or questions, call Libby Schirmer, Publications Manager, at (518) 465-7933.



Talk of the Towns & Topics

Advertising Contract

The premier training magazine of more than 20,000 New York State elected and appointed town officials.

2016 Editorial Calendar/Theme

Issue 1 - Jan./Feb. - Ann. Mtg./Governing
Issue 1 deadline: Dec. 4, 2015

Issue 4 - July/Aug. - Financial Management
Issue 4 deadline: June 10, 2016

Issue 2 - March/April - Technology
Issue 2 deadline: Feb. 26, 2016
(Delayed due to Ann. Mtg.)

Issue 5 - Sept./Oct. - Planning/Economic Dev.
Issue 5 deadline: Aug. 12, 2016

Issue 3 - May/June - Engineering
Issue 3 deadline: April 8, 2016

Issue 6 - Nov./Dec. - Annual Meeting 2015
Issue 6 deadline: Oct. 7, 2016

Ad size	Color*	Subscription**
One-quarter (4 3/4" x 3 3/4")	\$350	\$325/insertion
One-half (4 3/4" x 7 1/2")	\$450	\$425/insertion
Full-page (7 1/2" x 9 1/2")	\$675	\$650/insertion
Back Cover (Call for availability)	\$880	\$855/insertion
* Prices are per insertion and do not reflect any Corporate Membership discounts.		
** Run and pay up front, in full ads in at least three consecutive issues and receive listed discount. Subscription price does not include applicable Corporate Membership discounts.		

Art work must be camera-ready.

Bleed ads will not be accepted.

Please send high res ads, either in PDF or jpg format to lschirmer@nytowns.org.

Rates are not commisionable.

You may still submit a black and white ad, but we no longer offer different pricing for B&W ads.

Please print or type

Company Name _____ Contact Name _____

Address _____

City/State/Zip _____ Telephone number _____

Number of insertions _____ Issue number(s) _____

Ad size, type _____ Amount enclosed _____

Full payment is required with order. Make checks payable to the ASSOCIATION OF TOWNS. Mail check and paperwork to: Libby Schirmer, Publications Specialist, Association of Towns, 150 State St., Albany, NY 12207. For information, please call (518)465-7933. Be sure to check our Web site, www.nytowns.org, for updates and additional advertising and sponsorship opportunities.