

# ASSOCIATION OF TOWNS

• *Hit Your Target Market* •

## Why Advertise in AOT Publications?

Take advantage of our competitive ad rates and reach upward of 20,000 New York town officials! We will be publishing each magazine issue online free of charge, and each ad will contain an active link to your business website, providing you an added reach to potential clients and customers -- for free!

## Get Published!

Did you know it's free to contribute an article for publication in our Talk of the Towns & Topics? To submit an article or topic that fits under a particular issue's theme, e-mail your 1,000 - 2,000 word article in Word format to [lschirmer@nytowns.org](mailto:lschirmer@nytowns.org). Artwork including photos, graphics and illustrations are encouraged and included as space allows. Same with author bio or company information. Articles must be written from an educational/informational standpoint and be of interest to New York State municipalities and towns (i.e. more than a written marketing piece for a company or product).

## Are You a Corporate Member?

AOT corporate members enjoy discounts on ads. Silver members receive a 10 percent discount, and for 2021, gold members receive a 20 percent discount on ads placed.

## 2021 Publication Calendar

Issue / Publication	Theme	Deadline
January/February 2021	Annual Meeting / Governing	December 11, 2019
2021 Annual Meeting <i>Guide to Exhibitors</i>	N/A	January 15, 2021
March/April 2021	Technology	February 19, 2021
May/June 2021	Engineering	April 9, 2021
July/August 2021	Financial Management / Budgeting	June 11, 2021
September/October 2021	Planning & Zoning / Economic Development	August 13, 2021
November/December 2021	Annual Meeting Preview	October 8, 2021



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For questions regarding advertising & marketing, e-mail [lschirmer@nytowns.org](mailto:lschirmer@nytowns.org)

# 2021 ADVERTISING CONTRACT\*

## Talk of the Towns & Topics

An Association of Towns Publication



PLEASE PRINT OR TYPE

Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

Phone ( ) \_\_\_\_\_ Email \_\_\_\_\_

Number of insertions \_\_\_\_\_ Issue number(s) \_\_\_\_\_

Ad size \_\_\_\_\_ Total enclosed \_\_\_\_\_

For an added reach to potential clients and customers, please provide your company's website to link to through our INTERACTIVE magazine, which will be posted via our Twitter and Facebook feeds, as well as on our website.

YES, please include a live link to our website with our ad (PDF only)

Company website: \_\_\_\_\_

**THE FINE PRINT:** 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](mailto:lschirmer@nytowns.org). • Rates are not commissionable. • Full payment is required with order. • Make checks payable to the Association of Towns. • Mail check and paperwork to: Libby Schirmer, Publications Manager, Association of Towns, 150 State St., Albany, NY 12207. • Check our Web site, [www.nytowns.org](http://www.nytowns.org), for updates and additional advertising and sponsorship opportunities.

Ad size	Color*	All Six Issues (Receive an automatic discount if you advertise in all six issues.)
One-quarter (4 ¾" x 3 ¾")	\$365	\$1950 (\$325/insertion)
One-half (4 ¾" x 7 ½")	\$455	\$2550 (\$425/insertion)
Full-page (7 ½" x 9 ½")	\$725	\$4050 (\$675/insertion)
Inside front cover <u>or</u> Outside back cover	Sold as year contract	\$6000 (\$1,000/insertion)