

# ASSOCIATION OF TOWNS

• *Hit Your Target Market* •

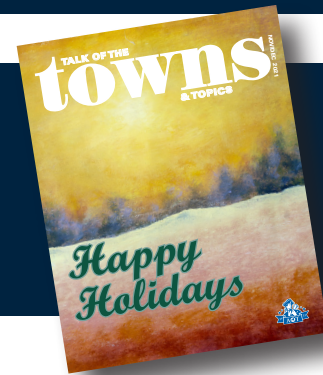


## About AOT

The Association of Towns was formed in 1933 to provide a unified voice for towns looking to achieve greater efficiency and representation. We provide legal and technical information, research services, advocacy efforts and more to our members -- nearly 97 percent of all 933 towns in New York and their officials.

Because of your participation and support, we are able to keep membership dues and meeting costs down, ensuring that the New York towns where we live, work and play continue to run within budget, while town officials receive the highest level of support and training possible!

# 2022 Media Kit



## AOT Publications with Advertising

Publication Title	Publication Schedule	Print Circulation	Ad Options
<i>Talk of the Towns &amp; Topics</i>	6 times a year	20,895 - 21,140/issue	Quarter-page to full-page full-color ads
<i>Directory of Town Officials</i>	Even years, early spring	1100 - 1500	Eighth-page to full-page B&W ads
<i>Annual Meeting Guide to Exhibitors</i>	Every February	1600 - 1800	Half-page and full-page full-color ads

## Talk of the Towns Ad Rates and Specials!

- Quarter-page ads (4 3/4" x 3 3/4") starting at \$330
- Half-page ads (4 3/4" x 7 1/2") starting at \$430
- Full-page ads (7 1/2" x 9 1/2") starting at \$630
- Back-cover ad available under annual contract only.

***PLUS, 10 percent off every ad for participating Corporate Members AND Advertise in all six Talk of the Town issues for our subscription rates!***

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## 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).

## 2022 Publication Calendar

Issue / Publication	Theme	Deadline
January/February 2022	Annual Meeting / Governing	December 8, 2021
2022 Annual Meeting Guide to Exhibitors	N/A	January 14, 2022
March/April 2022	Technology	February 28, 2022
2022-2023 Directory of Town Officials	N/A	March 25, 2022
May/June 2022	Engineering	April 8, 2020
July/August 2022	Financial Management / Budgeting	June 10, 2022
September/October 2022	Planning & Zoning / Economic Development	August 12, 2022
November/December 2022	Annual Meeting Preview	October 14, 2022

# 2022 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*	Subscription Special** <i>Place ads in all six issues, save on rates</i>
One-quarter (4 ¾" x 3 ¾")	\$370	\$1980 (\$330/insertion)
One-half (4 ¾" x 7 ½")	\$460	\$2580 (\$430/insertion)
Full-page (7 ½" x 9 ½")	\$730	\$4080 (\$630/insertion) <b>BEST DEAL!</b>
Inside front cover <u>OR</u> Outside back cover	Sold as yearlong contract	\$6,000 (\$1,000/insertion)

\* Prices are per insertion and do not reflect any Corporate Membership discounts.

\*\* Commit to run an ad in all six issues and enjoy a price break! Payment due **in full** before first insertion to take advantage of special.

Association of Towns  
of the State of New York  
150 State Street  
Albany, NY 12207

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State of New York  
Permit #1010

## Reaching more than 3,000 followers through social media.

Twitter: [www.nytowns.org/nytowns](http://www.nytowns.org/nytowns)

Facebook: [www.facebook.com/nytowns](http://www.facebook.com/nytowns)



Ask about our **Corporate Membership Program** today for benefits like advertising discounts, premium booth location at our trade shows, preference to present on topics of your choice at our annual meeting, and more!



[WWW.NYTOWNS.ORG](http://WWW.NYTOWNS.ORG) • (518)465-7933

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