



NEW YORK HOUSING
ASSOCIATION, INC.

634 Watervliet Shaker Rd.
Latham, NY 12110-3618

518-867-3242
800-721-HOME
Fax: 518-867-3245
www.nyhousing.org
info@nyhousing.org

Print Advertising

Advertising is an investment in your professional success. If you own a business, it is critical to attract customers by advertising. Plan to include advertising with the New York Housing Association in your 2016 advertising budget.

The New York Housing Association is offering the following advertising opportunities:

2016 Annual Rates	Membership Directory	Monthly Newsletter	
Full Page	7.5 x 10	\$200.00	\$500.00/yr
Inside-Front Cover	7.5 x 10	\$250.00	N/A
Inside-Back Cover	7.5 x 10	\$250.00	N/A
Back Cover	7.5 x 10	\$300.00	N/A
Half Page-Horizontal	7.5 x 4 7/8	\$100.00	\$250.00/yr
Half Page-Vertical	3 5/8 x 10	\$100.00	\$250.00/yr
Quarter Page-Horizontal	7.5 x 2 3/8	\$50.00	\$150.00/yr
Quarter Page-Vertical	3 3/8 x 4 7/8	\$50.00	\$150.00/yr
Business Card-Horizontal	3.5 x 2	\$25.00	\$100.00/yr
Business Card-Vertical	2 x 3.5	\$25.00	\$100.00/yr

Membership Directory

Every Association member receives a free copy! Gain year-long exposure in this handy reference tool. Take advantage of this opportunity to reach the entire spectrum of the manufactured housing industry in New York State and beyond!

Production Information: Program ads will be printed in 1-color black ink only. The publication's finished size measures 8-1/2" x 11" with no bleeds or spreads.

Camera-ready artwork must be submitted to exact size specifications. All submissions are accepted without responsibility. New York Housing Association does not take responsibility for the appearance of those ads that are not sent to size specifications. Any costs incurred by New York Housing Association as a result of errors in the artwork, sizing or damage in shipping will be charged back to the advertiser, as will any costs incurred in the pre-press production process to prepare the material for printing. Minimum cost will be \$35.

Those submitting a digital electronic version of their ad may submit it as an EPS, TIFF, JPG or PDF, accompanied by a clean hard copy as back up. MS Word files may be submitted as well, however, please ensure logos, photos and dotscreens are clean and do not appear pixelated. Quality of MS Word files cannot be guaranteed. *Absolutely no faxes will be accepted!*

Positioning: All advertising will be the run of publication. Requests for special positioning, to exclude other advertisements for whatever reason or for "exclusivity" on a page or pages, cannot be honored.

Submitting Your Ad: If you choose to advertise, complete the Insertion Order below and mail it with your payment and ad.

Housing Now Newsletter

Official Newsletter of the New York Housing Association, Inc.

Only members of The Association advertise in the *Housing Now* Newsletter

Publication schedule for *Housing Now* will allow you to reach your market twelve times a year.

Make your 2016 newsletter commitment today!

Bonus – Commit to 12 issues and receive a FREE article about your company in one issue.*

*Editor reserves right to limit size, photos and other conditions based on size of ad commitment.

NEWSLETTER ADVERTISING AGREEMENT

It is agreed that *Housing Now* will publish the advertising in accordance with materials furnished. There will be no additional charges for Advertisers furnishing electronic advertisements in .jpg or .gif. There may be extra charges for costs incurred by the New York Housing Association as a result of errors in artwork, sizing or damage in shipping. Minimum cost will be \$35. Ads may be emailed to info@nyhousing.org.

Housing Now closes for advertising on the 5th of the month preceding cover date. It is agreed that, should the advertiser fail to provide ad or ad changes prior to closing date, publisher is authorized to use last published ad or other material available in ordered space.



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INSERTION ORDER

Complete and return with check or money order to:
New York Housing Association, 634 Wateroliet Shaker Road, Latham, NY 12110

Membership Directory

Housing Now Newsletter

- \$200 – Full Page
- \$250 – Inside Front Cover
- \$250 – Inside Back Cover
- \$300 – Back Cover
- \$100 – 1/2 Page Horizontal
- \$100 – 1/2 Page Vertical
- \$50 – 1/4 Page Horizontal
- \$50 – 1/4 Page Vertical
- \$25 – Business Card Horizontal
- \$25 – Business Card Vertical
- \$500/yr – Full Page
- \$250/yr – 1/2 Page Horizontal
- \$250/yr – 1/2 Page Vertical
- \$150/yr – 1/4 Page Horizontal
- \$150/yr – 1/4 Page Vertical
- \$100/yr – Business Card Horizontal
- \$100/yr – Business Card Vertical

Company Name: _____

Company Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____ Email: _____

Check Enclosed: \$_____

Images should be submitted in EPS, TIFF, JPG or PDF format in the exact advertising size. Extra charges may be incurred by the New York Housing Association if image needs modification. Minimum cost will be \$45. Ads may be emailed to nyhousing@nyhousing.org.

Disclaimer: The New York Housing Association ("the Association") is pleased to provide advertising opportunities to the members of the Association. Advertisers shall be solely responsible for the content and performance of the products and services advertised. The Association makes no warranties or guarantees, either express or implied, with respect to the products and services advertised by its members. The Association shall not be liable to any purchaser or other party for the use of the products or services advertised, and expressly disclaims all liability arising therefrom.