



2011 Electronic Advertising Order

CAREER CENTER – See our Career Center (upper right tab) located on our website www.nysspe.org – Post your resume; search job positions available, advertise job opportunities.

Step 1 – Select Ad Type

- Front Page Banner Display Ad*** – Visible homepage side bar and all subpages. 200W X 180H pixels, can be animated.
 - \$60.00 Month** with hyperlink to webpage or email
 - \$80.00 Month** with clickable pop-up Ad and hyperlink
- \$50.00 Month - Calendar Listing** – Listing on calendar of upcoming events. Includes Date, Event Title, Location, and PDH's if applicable, and up to two hyperlinks to web pages, online event applications or email addresses.
- \$100.00 Quarterly - Business Card Ad (3.25 W x 2 L horizontal only)** – Scrolling randomly on homepage side bar and listed on Partners & Affiliates page with hyperlink to webpage of your choosing.
- \$30.00 per Issue - NYSSPE-Newsletter Display** – Inclusion in the NYSSPE-Newsletter emailed biweekly to our membership. Image will be hyperlinked to a webpage or email address of your choosing. Can be animated.
 - 468x60 pixels
 - 120x600 pixels

*There is a onetime \$50.00 set-up charge if you would like us to create your banner ad for you.

Ad copy or images should accompany this form via fax, email or mail. The following electronic formats are acceptable: JPG, GIF, or Photoshop. Image resolution should be at least 72 dpi. **NYSSPE reserves the right to reject any advertising it deems unsuitable for publication.**

Step 2 – Select Frequency

- # ___ **Months & Listing Start Date** _____ - Front Page Banner Display Ad, Calendar Listing or Web Classified
- # ___ **Quarterly** – Business Card Advertising *ONLY*
- # ___ **Bi-Weekly Issues** – NYSSPE-Newsletter *ONLY*

Step 3 – Contact & Payment Information All advertising must be prepaid

Contact: _____ Phone: _____
 Company: _____ Email: _____
 Address: _____

- Check enclosed. Payable to: NYSSPE
- Please charge to my VISA, MasterCard, Discover Card or AMEX (complete information below)
 - Name on Card: _____
 - Card holder's Address: _____
 - City, State, Zip: _____
 - Signature: _____
 - Card# _____ Exp: ____/____
 - Card Security Code (CSC) _____ (3 digit code on the back, AMEX has 4 digits on front of card)

Step 4 - Return order form with payment and ad files to NYSSPE, 6 Airline Dr., Albany, NY 12205

Bus# 518-283-7490 Fax# 518-283-7495 Email: pamarkes@nysspe.org

IMPORTANT TAX INFORMATION: Contributions (or gifts), dues, and fees to NYSSPE are not tax deductible as charitable contributions for federal income tax purposes. However, they may be tax deductible as ordinary and necessary business expense. A portion of NYSSPE dues/fees is not deductible as ordinary and necessary business expense to the extent that the NYSSPE engages in lobbying. The nondeductible portion of your NYSSPE dues/fees is 19%.