



Dear Friend and Supporter;

The 4th Annual NYSCMA and NYNAME Joint Conference registration materials have been mailed and I am sure you will agree that this looks to be one of the most informative conferences yet. Hopefully you are planning on joining us at The Inn on the Lake in Canandaigua on June 12-14.

The Program and Buyers Guide is a 50 page full color valuable reference provided to all members and conference attendees. Advertising in the guide is a great way to help your marketing budget go as far as possible. Most keep this book within easy reach all year long. ***If you have not advertised in prior years you have been missing out on an opportunity to reach nearly every circulation and advertising executive in New York State.***

Full Page (5+x 8+)	\$185
Full Page w/ 1 color	\$230
Full Page w/ full color	\$350
½ Page (5+x 4+)	\$115
¼ Page (2 ½+x 4+)	\$75
4 Page Pre-Printed Insert	\$350

Placement Premiums . Back Cover \$125 , Inside Covers \$100, other \$50.

I have attached your ad from last year for reference. If you have any questions please contact me at (518) 742-3283, or e-mail me at [michellegio@yahoo.com](mailto:michellegio@yahoo.com). I will work closely with you to insure your complete satisfaction. You can also view past Buyer's Guides at NYSCMA.com.

The advertising deadline is March 28<sup>th</sup>. Don't delay! place your ad today.

Sincerely,

*Michelle*

Michelle Giorgianni  
NYSCMA Buyer's Guide Chairperson