

NEW YORK ASSOCIATION OF TOWNS

• Hit Your Target Market •

2025 Marketing Opportunities Overview

The New York Association of Towns offers several opportunities throughout the year to market and connect with our membership, which consists of upward of 95 percent of all New York State towns and their elected and appointed officials.

Corporate Membership Program

We host a corporate membership program that follows the calendar year and includes various tiers and benefits to fit your marketing needs and business goals (and budget). All levels include the opportunity to present (subject to staff approval); advertising discounts; copies of our publications and access to mailing lists. Levels silver and above include your booth at our in-person training events.

Speaking, Exhibiting & Sponsorship Opportunities

- **Annual Meeting & Training School (Feb. 16 - 19, 2025, NY Marriott Marquis)**
- **25th Annual Town Finance & Personnel School (April 22 - 24, 2025, Saratoga Hilton)**
- **2025 Fall Planning & Zoning Schools (TBA, TBA)**

To inquire about exhibiting or sponsoring any of our events, or more information on our corporate membership program, please email Director of Communications & Member Engagement Libby Schirmer at lschirmer@nytowns.org. To inquire about presenting, please contact Director of Research & Programming Chris Anderson at canderson@nytowns.org.

Print Advertising and Editorial Submissions

We publish our bimonthly, thematic magazine six times a year both print and digitally. Advertise in one, some or all issues! For a full editorial/publication calendar and ad rates, please refer to pages 2 and 3.

NEW THIS YEAR - Sponsored Content in our Year-Round App

We are preparing to launch in early December, our year-round app. NYAoT Connect will be a new networking, engagement and event hub for all NYAoT members. We will dedicate a small portion of our in-app content to be sponsored content.

All artwork and/or final drafts of editorial submissions can be sent to submissions@nytowns.org. All questions regarding editorial submissions, advertising and other marketing opportunities can be directed to Director of Communications & Member Engagement Libby Schirmer at lschirmer@nytowns.org.

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Why Advertise in AOT Publications?

In 2024, the Association of Towns reached a record-high 908 active member towns out of the 933 total in New York State, accounting for just more than 21,000 individual local elected officials who represent more than 9 million New Yorkers.

Editorial Guidelines

It's free to contribute an article for consideration of 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 submissions@nytowns.org. Please name the file with your company name or abbreviation and the issue for which you are submitting (example: *BestCompanyEver_BestArticleEver_MayJuneTOT*). Artwork including photos, graphics and illustrations are encouraged and included as space allows, as well as author bio or company information.

Style Guidelines

Please ensure all submissions are written with an educational/informational voice and be of interest to New York State towns and/or local governments. We do not publish press releases or written marketing pieces. References to specific products, product lines and companies should be avoided wherever possible. We reserve the right to hold publication of a submitted article.

2025 Printed Publications Editorial Calendar

Publication	Theme	Circulation/ Delivery	Submission Deadline	Estimated Delivery
<i>Talk of the Towns & Topics</i> January/February 2025	Annual Meeting / Governing	9603 print plus digital	December 13, 2024	Early January
2025 Annual Meeting <i>Guide to Exhibitors</i>	N/A	Digital	January 12, 2025	February
<i>Talk of the Towns & Topics</i> March/April 2025	Technology	9603 print plus digital	February 15, 2025	Late-March
<i>Talk of the Towns & Topics</i> May/June 2025	Environment/Engineering	9603 print plus digital	April 15, 2025	Mid-May
<i>Talk of the Towns & Topics</i> July/August 2025	Financial Management / Budget Development	9603 print plus digital	June 15, 2025	Mid-July
<i>Talk of the Towns & Topics</i> September/October 2025	Planning & Zoning / Economic Development	9603 print plus digital	August 15, 2025	Mid-September
<i>Talk of the Towns & Topics</i> November/December 2025	Annual Meeting Preview	9603 print plus digital	October 15, 2025	Mid-November

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• 2025 Talk of the Towns Advertising Contract •

PLEASE PRINT OR TYPE

Company Name _____

Contact Person _____ Title _____

Address _____

Phone () _____ Email _____

How many issues will this ad run in? _____ Issue number(s) *(circle all that apply)* 1 2 3 4 5 6

Ad size 1/4 1/2 FULL 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 on our website.

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

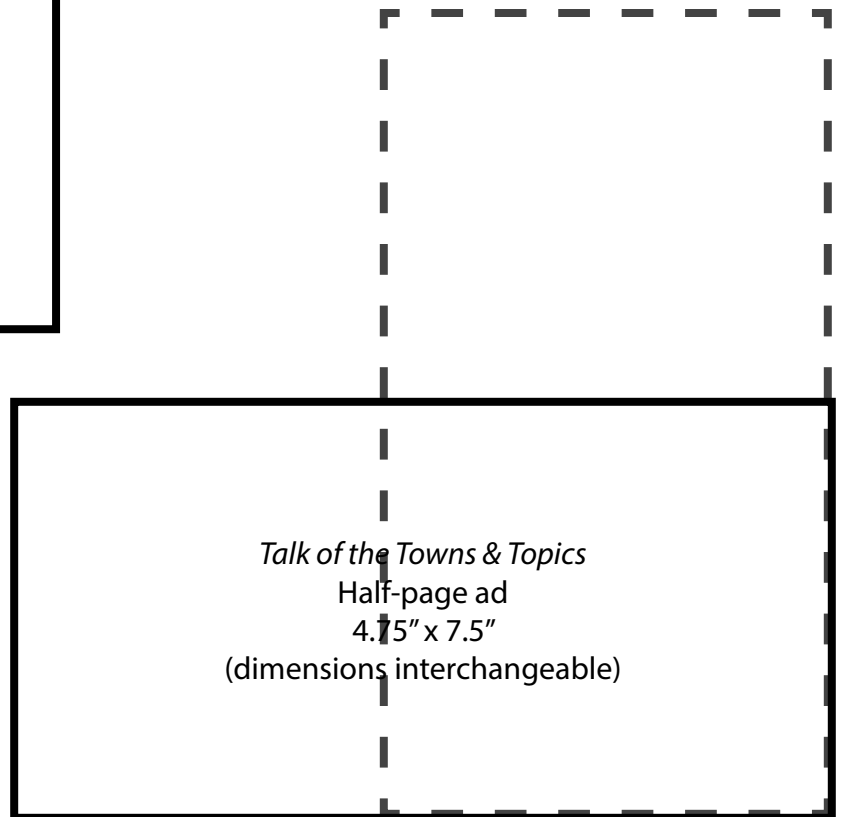
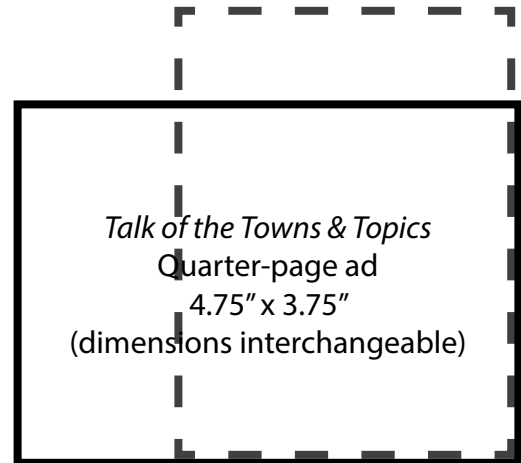
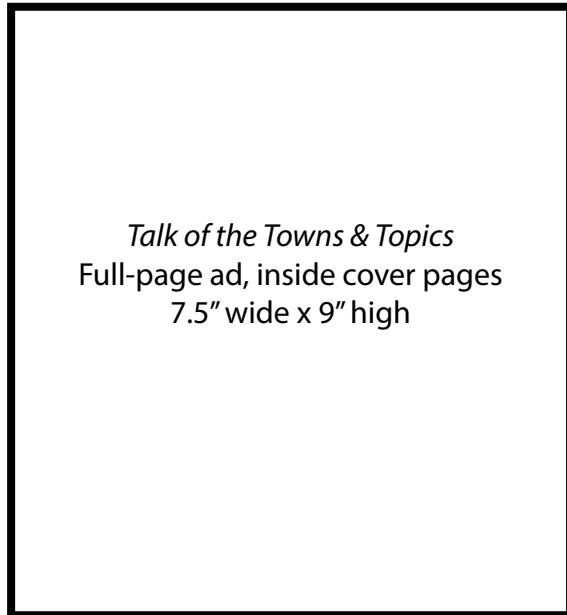
Company website: _____

THE FINE PRINT: Artwork 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. • 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, Director of Communications & Member Engagement, Association of Towns, 150 State St., Albany, NY 12207. • Check our Web site, www.nytowns.org, for updates and additional advertising and sponsorship opportunities.

Ad size	Single Insertion Rate	Corporate Membership Rate / Full-year Rate
One-quarter (4 3/4" x 3 3/4")	\$380	\$342/insertion
One-half (4 3/4" x 7 1/2")	\$490	\$440/insertion
Full-page (7 1/2" w x 9 1/2" h)	\$765	\$689/insertion
Back Cover <i>Ask for availability</i>	\$1125	\$1015/insertion

ASSOCIATION OF TOWNS

• Talk of the Towns Orientations and Specs •



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