

# ASSOCIATION OF TOWNS

• Hit Your Target Market •

## Why Advertise in AOT Publications?

What better way to catch the eye of more than 20,000 New York town officials every issue? 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!

## Editorial Guidelines

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 [Ischirmer@nytowns.org](mailto:Ischirmer@nytowns.org). Artwork including photos, graphics and illustrations are encouraged and included as space allows, as well as author bio or company information. Articles must be written from an educational/informational standpoint and be of interest to New York State towns and/or local governments. We reserve the right to hold publication of a submitted article.

2024 Editorial Calendar		
Publication	Theme	Deadline
<i>Talk of the Towns &amp; Topics</i> January/February 2024	Annual Meeting / Governing	December 1, 2023
2024 Annual Meeting <i>Guide to Exhibitors</i>	N/A	January 12, 2024
<i>Talk of the Towns &amp; Topics</i> March/April 2024	Technology	February 15, 2024
2024-25 Directory of Town Officials	N/A	March 30, 2024
<i>Talk of the Towns &amp; Topics</i> May/June 2024	Engineering	April 15, 2024
<i>Talk of the Towns &amp; Topics</i> July/August 2024	Financial Management / Budget Development	June 15, 2024
<i>Talk of the Towns &amp; Topics</i> September/October 2024	Planning & Zoning / Economic Development	August 15, 2024
<i>Talk of the Towns &amp; Topics</i> November/December 2024	Annual Meeting Preview	October 15, 2024

# ASSOCIATION OF TOWNS

## • 2024 Talk of the Towns Advertising Contract •

PLEASE PRINT OR TYPE

Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

Phone ( ) \_\_\_\_\_ Email \_\_\_\_\_

Number of insertions \_\_\_\_\_ 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)

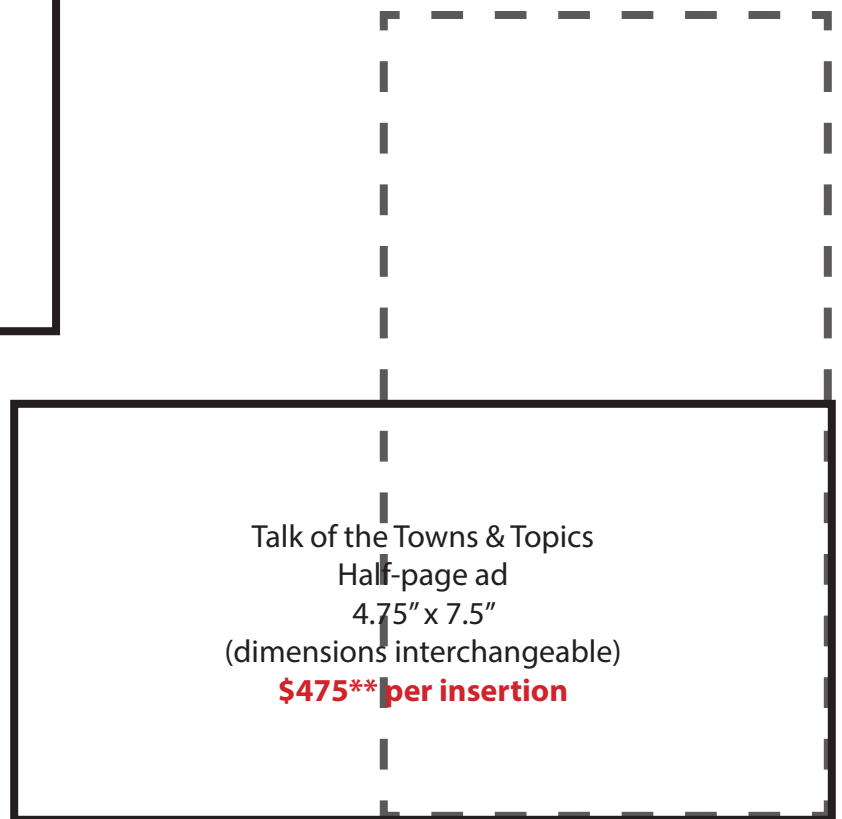
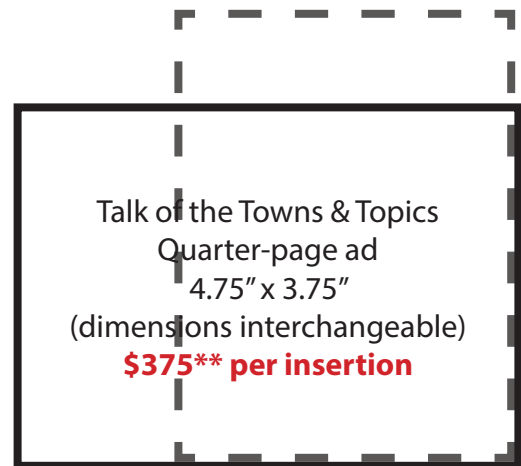
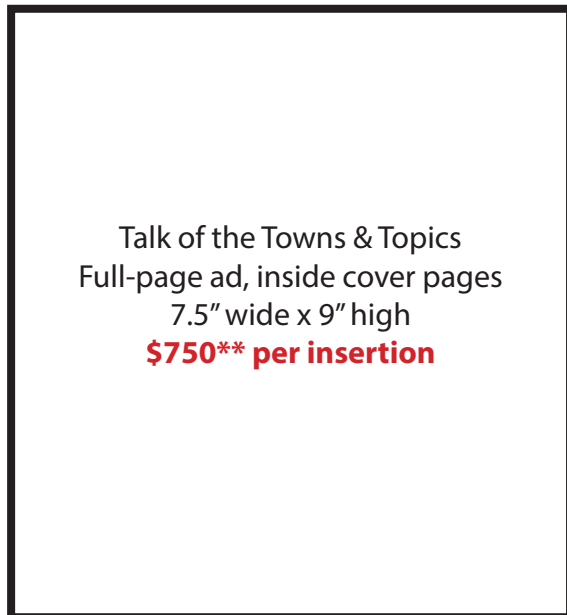
Company website: \_\_\_\_\_

**THE FINE PRINT:** Art work must be camera-ready. • Bleed ads will not be accepted. • Please send high res ads, either in PDF or jpg format to [Ischirmer@nytowns.org](mailto:Ischirmer@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	Single Insertion Rate	Corporate Membership Rate / Full-year Rate
One-quarter (4 ¾" x 3 ¾")	\$375	\$338/insertion
One-half (4 ¾" x 7 ½")	\$475	\$428/insertion
Full-page (7 ½" w x 9 ½" h)	\$750	\$675/insertion
Back Cover	<b>Sold as year-long contract only; payment in full required up front</b>	\$6,100 (\$1,025/insertion)
2-page facing or 3-page Advertorial	<b>Limited Availability</b>	For rates, email <a href="mailto:Ischirmer@nytowns.org">Ischirmer@nytowns.org</a>

# ASSOCIATION OF TOWNS

• 2024 Talk of the Towns Spec and Rate Sheet •



All questions regarding editorial submissions, advertising and other marketing opportunities can be directed to Libby Schirmer, Publications and Social Media Marketing Manager at [lschirmer@nytowns.org](mailto:lschirmer@nytowns.org).

# ASSOCIATION OF TOWNS

• 2024-25 Directory of Town Officials Advertising Contract •

## 2024-2025 Directory of Town Officials Advertising Rates

<i>Size</i>	<i>Orientation</i>	<i>Dimensions</i>	<i>Price</i>
Eighth-Page	Horizontal/Landscape	3.5" wide x 2.25" high	\$250
Quarter-Page	Vertical/Portrait	3.75" wide x 4.75" high	\$350
Half-Page	Horizontal/Landscape	7.5" wide x 4.75" high	\$750
Full-Page	Vertical/Portrait	7.5" wide x 9.5" high	\$1000
Inside Cover*	Vertical/Portrait	7.5" wide x 9.5" high	\$1500
Back Cover*	Square	7.5" x 7.5"	\$1750

\* DENOTES FULL COLOR OPTION

**Deadline for artwork and payment is March 30, 2024.**

- **No bleed ads please.** Ads should be submitted electronically to [lschirmer@nytowns.org](mailto:lschirmer@nytowns.org). PDF file format at 300 dpi is preferred for optimum quality.
- Rates are not commissionable.
- Enclose check with this form. Make checks payable to: Association of Towns of the State of New York. Ads cannot be guaranteed without full payment.
- Mail completed contract with payment to: Association of Towns, Attention: Libby Schirmer, 150 State Street, Albany, NY 12207

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Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

Phone ( ) \_\_\_\_\_ Email \_\_\_\_\_

Ad size (circle one)      1/8 page      1/4 page      1/2 page      Full page  
                                         Inside Cover (front)      Inside Cover (back)      Back Cover

# ASSOCIATION OF TOWNS

• 2024-25 Directory of Town Officials Spec and Rate Sheet •

Directory of Town Officials  
Eighth-page ad  
3.5" high x 2.25" wide  
\$250

Directory of Town Officials  
Quarter-page ad  
4.75" high x 3.75" wide  
\$350

Directory of Town Officials  
Full-page ad, inside cover pages  
7.5" wide x 9.5" high  
\$1,000

Directory of Town Officials  
Half-page ad  
4.75" high x 7.5" wide  
\$750