



634 Watervliet Shaker Rd.  
Latham, NY 12110-3618

518-867-3242  
800-721-HOME  
Fax: 518-867-3245  
[www.nyhousing.org](http://www.nyhousing.org)  
[info@nyhousing.org](mailto:info@nyhousing.org)

# 2012 Advertising Opportunities

Gas prices are going up – Food Prices are going up – Mortgage Rates are Rising!  
**NY Housing Association Advertising Rates Held for 2012!**

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 2012 advertising budget. The Association offers the following advertising opportunities:

## **Housing Now**

Published Monthly  
Circulation: Over 500  
12-month discount available

## **Membership Directory**

Resource Guide throughout the Year  
Circulation: 626  
Maximum Visibility

## **Website Sponsorships**

When visitors find us, they find you.  
Consumers visit our website for a specific reason.  
When they read your ad, they are likely to investigate your business.

The number of visitors to our website is increasing daily.  
We are currently averaging 25,000 hits per month . . . and growing!

## **Triple Discount Special!!!**

**Advertisers receive a special triple discount with all advertising pre-paid in full by December 31, 2011.**

***Advertise in all three media and get 25% off the total value. Offer expires December 31, 2011.***



# 2012 Housing Now Newsletter

Official Newsletter of the New York Housing Association, Inc.

ONLY MEMBERS OF THE NEW YORK HOUSING ASSOCIATION  
ADVERTISE IN THE *HOUSING NOW* NEWSLETTER

Publication schedule for *Housing Now* will allow you to reach your market twelve times a year.  
**Yearly rates discounted when paid in advance for the entire 12 months.**

**Make your 2012 newsletter commitment today. Offer expires 12/31/11.**

**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 as commitment.

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## 2012 Housing Now Newsletter – Display Ad Rates

<u>Size</u>	<u>Ad Size</u>	<u>Month</u>	<u>Year</u>	<u>Save</u>
Full Page	7-1/2" x 10"	\$50	\$500	\$100
Half Page Horizontal	7-1/2" x 4-7/8"	\$25	\$250	\$50
Half Page Vertical	3-5/8" x 10"	\$25	\$250	\$50
Quarter Page Horizontal	7-1/2" x 2-3/8"	\$15	\$150	\$30
Quarter Page Vertical	3-5/8" x 4-7/8"	\$15	\$150	\$30
Business Card Horizontal	3-1/2" x 2"	\$10	\$100	\$20
Business Card Vertical	2" x 3-1/2"	\$10	\$100	\$20
Classified Ad: Rate Per Column Inch		\$15		

### 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 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](mailto:info@nyhousing.org).

*Housing Now* closes for advertising on the 5<sup>th</sup> 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.

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

Contact \_\_\_\_\_

Company Address \_\_\_\_\_

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

Size \_\_\_\_\_

Insertion:  Month(s) \_\_\_\_\_  Yearly

Check Enclosed \$ \_\_\_\_\_



# 2012 MEMBERSHIP DIRECTORY

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[www.nyhousing.org](http://www.nyhousing.org)

- 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!

Ad Size	Ad Size/Inches	Cost	Ad Size	Ad Size/ Inches	Cost
<b>Full Page</b>	<b>7-1/2 x 10</b>	<b>\$200</b>	<b>Business Card Horizontal</b>	<b>3-1/2 x 2</b>	<b>\$25</b>
<b>1/2 Page horizontal</b>	<b>7-1/2 x 4-7/8</b>	<b>\$100</b>	<b>Business Card Vertical</b>	<b>2 x 3-1/2</b>	<b>\$25</b>
<b>1/2 Page vertical</b>	<b>3-5/8 x 10</b>	<b>\$100</b>	<b>Inside Front Cover</b>	<b>7-1/2 x 10</b>	<b>\$250</b>
<b>1/4 Page horizontal</b>	<b>7-1/2 x 2-3/8</b>	<b>\$50</b>	<b>Inside Back Cover</b>	<b>7-1/2 x 10</b>	<b>\$250</b>
<b>1/4 Page vertical</b>	<b>3-5/8 x 4-7/8</b>	<b>\$50</b>	<b>Back Cover</b>	<b>7-1/2 x 10</b>	<b>\$300</b>

## 2012 Advertising Information

**Deadline:** Camera-ready artwork must be received by January 31, 2012. Ads received after this date will not be guaranteed for publishing.

**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 pixilated. 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.

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### INSERTION ORDER

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

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

Company Address: \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Ad Size:             Full Page       1/2 Page Hor.     1/4 Page Hor.     Business Card Hor.     Inside Front Cover  
 Back Cover       1/2 Page Vert     1/4 Page Vert.     Business Card Vert.     Inside Back Cover

Payment: \$ \_\_\_\_\_  Check Enclosed



# 2012 Website Sponsorship

*Official Website of the New York Housing Association, Inc.*

The New York Housing Association invites you to explore its website [www.nyhousing.org](http://www.nyhousing.org)  
 Each month this site logs more than 25,000 hits, averaging more than 1,000 daily!

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### Web Advertising Contract

Placement of ad is at sole discretion of the New York Housing Association  
 Ad size subject to approval by New York Housing Association prior to placement

**Discount Rates prior to December 31, 2011**

Home Page							
	150x90	150x120	150x180	150x270	Banner 431x60	Banner 788x90	Banner 788x120
Quarterly	\$210	\$279	\$420	\$630	\$546	\$1401	\$1866
Yearly	\$480	\$636	\$960	\$1440	\$1248	\$3204	\$4272
Other							
Quarterly	\$93	\$123	\$183	\$276	\$240	\$612	\$816
Yearly	\$216	\$276	\$420	\$636	\$552	\$1404	\$1872

Images should be submitted in .gif or .jpg 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](mailto:nyhousing@nyhousing.org)

All ads rotate positions each time page is viewed or webpage refreshed. Each ad is hyperlinked to your site. Please submit a target url.

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

Contact \_\_\_\_\_

Company Address \_\_\_\_\_

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

Insertion:  Quarterly  Yearly  Check Enclosed \$ \_\_\_\_\_

**View ad samples online at:**  
[www.nyhousing.org/advertising](http://www.nyhousing.org/advertising)