



# 2007-08 Advertising Agreement

for NYSPHSAA State Championship Wrestling  
Tournament Program

FOR OFFICE USE ONLY
Pd. Date _____
Check # _____
Amount _____
Size _____
SP _____

The deadline is February 21, 2008. Make checks payable to:

**NYSPHSAA**

**8 Airport Park Boulevard, Latham, NY 12110**

**Attn: Advertising Department**

All advertising inquiries can be directed to Director of Marketing, Joe Altieri at (518) 690-0771 or fax at (518) 690-0775.

LOCAL RATES: Apply ONLY to: Individual School, Team Booster Clubs, HS Coaches Assoc, HS Officials Assoc, Parents, Small businesses

## ADVERTISING SIZES AND RATES

PAGE SIZE	DIMENSIONS	COST
Full Page	7.5 x 9.75	\$215
½ Page (Horizontal)	7.5 x 4.75	\$150
½ Page (Vertical)	3.625 x 9.75	\$150
¼ Page (Horizontal)	7.5 x 2.25	\$100
¼ Page (Vertical)	3.625 x 4.75	\$100

Add \$150 for back cover, inside back cover, and inside front cover in full color.

**NOTE:** Advertiser agrees to furnish copy and/or artwork. If no material is submitted for paid ad space, publisher shall use own discretion on creating ad copy. **Publisher cannot accept any corrections after deadlines.** Publisher will not assume liability for accuracy of advertising copy. Acceptable camera-ready copy is requested for all ads. Unless otherwise stated on this agreement, publisher will not provide advertiser proofing opportunity. Requests for published programs must be submitted in writing or e-mail. **All ads and inquiries must be emailed to Joe Altieri at: altieri@nysphsaa.org.**

Authorization: ..... Date: .....  
 Company: ..... Print Name: .....  
 Street: .....  
 City/State/Zip: ..... Advertising Rate (above): \$.....  
 Telephone: ( ) ..... Options (above): \$.....  
 Fax: ..... Total Due: \$.....  
 Email: ..... DEPOSIT: \$.....

## AD COPY INSTRUCTIONS

Ad size: \_\_\_\_\_ Other Instructions/Comments: \_\_\_\_\_

Please check one of the following:

- Same Ad as Last Year (SALY), or
- Camera Ready Artwork Enclosed, or
- Please create

**TO EXECUTE YOUR AD COMMITMENT:**  
 \* **Sign and complete this advertising agreement payment**  
 \* **Submit your payment**  
 \* **E-mail your advertisement camera-ready (exact sizes as above)**