

2020 NYSTIA/I LOVE NEW YORK Co-Op Marketing Program - Page 1

2020 NYSTIA Media Advertising & Visibility Co-Op Insertion Order Form

Organization / Company Name: _____

Please complete additional contact information at the end of the form

Design specifications and deadlines for your media investments will be sent within two weeks of receipt of your insertion order form.
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MEDIA PARTNER	Program Unit	Price Per Unit	Your Investment
<i>(Partner listings are linked to program descriptions & details on digital components)</i>			

AAA 2020 Integrated Marketing Co-Op Programs

March/April Multi-Generational Travel	1/2 pg Co-Op Bundle	\$4,324	NA
	Full page Co-Op Bundle	\$6,897	NA
May/June Outdoor Adventure	1/2 pg Co-Op Bundle	\$4,324	
	Full page Co-Op Bundle	\$6,897	
July/August Culinary	1/2 pg Co-Op Bundle	\$4,324	
	Full page Co-Op Bundle	\$6,897	

AAA 2020 Digital Co-Op Program

1,000 word newsletter article, inline, native text article, Web Channel sponsorship of a AAA category.	Bronze Package (1 mth)	\$21,028	
	Titanium Package (2 mths)	\$47,325	

AARP Lifestyle Segmentation Co-Op Programs

April/May "Active & Adventurous" age 50 to 59 - multi-generational travel	1/6 page	\$4,550	
	1/3 page	\$8,550	
	1/2 page	\$12,285	
Aug/Sept "Empty Nester" age 60 to 69 adult couples post-peak travelers	1/6 page	\$6,500	
	1/3 page	\$12,740	
	1/2 page	\$18,915	

Canadian Traveller Print & Digital Storytelling Co-Op Program

March: New York, Yours to Discover	1/6 pg Co-Op Bundle	\$2,400	
	1/3 pg Co-Op Bundle	\$2,900	
	Full pg Co-Op Bundle	\$5,200	
September: Explore Magazine Outdoor Adventure	1/6 pg Co-Op Bundle	\$2,400	
	1/3 pg Co-Op Bundle	\$2,900	
	Full pg Co-Op Bundle	\$5,200	
December: Winter Playgrounds	1/6 pg Co-Op Bundle	\$2,400	
	1/3 pg Co-Op Bundle	\$2,900	
	Full pg Co-Op Bundle	\$5,200	

Content Studio: StorySeller(TM) Content Strategy Drives Consumer Interest

Unique, first-hand, 1250 word travel blog depicting destination attraction, event and lodging experiences coupled with web placement to drive 500 clicks.	StorySeller™ Blog	\$2,925	
	Upgrade to vlog video	\$750	
	Upgrade to 1,000 clicks	\$1,300	

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The Globe and Mail Print & Digital Content Marketing Co-Op Program

April: Spring/Summer NYS Travel Page	1/4 pg Co-Op Bundle	\$4,750	
	1/2 pg Co-Op Bundle	\$9,000	
September: Fall/Winter NYS Travel Page	1/4 pg Co-Op Bundle	\$4,750	
	1/2 pg Co-Op Bundle	\$9,000	

Hartford Courant Integrated Multimedia Co-Op Packages

April: Spring/Summer NYS Travel Co-Op Page	1/8 pg Co-Op Bundle	\$1,595	
	1/4 pg Co-Op Bundle	\$2,640	
	1/2 pg Co-Op Bundle	\$5,160	
September: Fall/Winter NYS Travel Co-Op Page	1/8 pg Co-Op Bundle	\$1,595	
	1/4 pg Co-Op Bundle	\$2,640	
	1/2 pg Co-Op Bundle	\$5,160	

Hearst Women's Travel Group: Iconic Brands, 8.7 Million Readers

May Issue (Distributed Mid-April):	1/6 pg w/Reader Svc	\$8,150	
October Issue (Distributed Mid-September):	1/6 pg w/Reader Svc	\$8,150	

All other sizes, request rate - bob@nystia.org

Madden Media: Innovative, Technology-Driven Marketing Solutions

SoFi Video Production and Distribution: <i>Unique, UGC 15-, 30- and 60-second video creation distributed through social media channels</i>	Bronze Package	\$5,000	
	Silver Package	\$9,000	
	Gold Package	\$14,000	
Search Engine Marketing: <i>Google-Certified digital marketers expertly select the most effective keywords and timing for your campaign goals.</i>	Bronze Package	\$2,500	
	Silver Package	\$6,000	
	Gold Package	\$10,700	
Projecting Display Campaigns: <i>Geo-, demo-, contextually and/or behaviorally targeted /retargeted strategies to drive response and engagement.</i>	Bronze Package	\$4,000	
	Silver Package	\$6,000	
	Gold Package	\$10,000	

Long Island: Put the Power of Newsday to Work for Your Destination!

Long Island Living Magazine - May 1 Issue	1/4 page Co-Op Bundle	\$2,466	
	1/2 page Co-Op Bundle	\$4,942	
	Full Page Co-Op Bundle	\$8,375	
Long Island Living Magazine - Sept 4 Issue	1/4 page Co-Op Bundle	\$2,466	
	1/2 page Co-Op Bundle	\$4,942	
	Full Page Co-Op Bundle	\$8,375	

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New York Press Service: Reach \$5.9 NYS Adults for Less Than \$2,500*! *approx. 1/8 page unit

New York State <i>315 Newspapers - 5,953,799 readers</i>	April: Spring Travel	\$2,369	
	Sept: Fall Travel	\$2,369	
Capital Region <i>30 Newspapers - 642,047 readers</i>	April: Spring Travel	\$509	
	Sept: Fall Travel	\$509	
Central NY <i>43 Newspapers - 481,374 readers</i>	April: Spring Travel	\$384	
	Sept: Fall Travel	\$384	
Hudson Valley <i>45 Newspapers - 764,930 readers</i>	April: Spring Travel	\$589	
	Sept: Fall Travel	\$589	
Long Island <i>80 Newspapers - 771,165 readers</i>	April: Spring Travel	\$759	
	Sept: Fall Travel	\$759	
New York City <i>64 Newspapers - 2,856,819 readers</i>	April: Spring Travel	\$1,249	
	Sept: Fall Travel	\$1,249	
Western NY <i>49 Newspapers - 692,509 readers</i>	April: Spring Travel	\$569	
	Sept: Fall Travel	\$569	

NY Daily News : Multi-Platform Powerhouse Lead Generation Programs

Lead generation email & social media programs	Standard Package	\$1,500	
	Standard Plus	\$2,500	
	Premium	\$5,000	

NYUP.com: Leading Media Brands and Audiences in 4 States (CT/MA/NY/OH)

1 Print Market/8 Content Marketing Articles/2 col x 4" print ad	\$8,240	
1 Print Market/8 Content Marketing Articles; <i>we develop your content</i>	\$10,240	
2 Print Markets/8 Content Marketing Articles/2 col x 4" print ad	\$15,360	
2 Print Markets/8 Content Marketing Articles; <i>we develop your content</i>	\$17,630	
3 Print Markets/8 Content Marketing Articles/2 col x 4" print ad	\$23,120	
3 Print Markets/8 Content Marketing Articles; <i>we develop your content</i>	\$25,120	
4 Print Markets/8 Content Marketing Articles/2 col x 4" print ad	\$30,560	
4 Print Markets/8 Content Marketing Articles; <i>we develop your content</i>	\$32,560	

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RoadRunner: Touring New York State on Two Wheels

Spring Travel Edition (12/19/19 space deadline)	1/6 page	\$898	
	1/4 page	\$1,313	
	1/3 page	\$1,675	
	1/2 page	\$2,168	
	2/3 page	\$3,035	
	Full page	\$3,915	
Fall Travel Edition (5/19/20 space deadline)	1/6 page	\$898	
	1/4 page	\$1,313	
	1/3 page	\$1,675	
	1/2 page	\$2,168	
	2/3 page	\$3,035	
	Full page	\$3,915	

ROVA: The Magazine For Epic Road Trips

'Amazing RV'ing in New York State' - April Issue	1/4 pg Co-Op Bundle	\$2,338	
	1/2 pg Co-Op Bundle	\$3,400	
	Full pg Co-Op Bundle	\$5,100	

TIMES UNION / Hearst Digital 2020 Co-Op Programs

Travel Destinations Magazine May 2020	1/4 page	\$600	
	1/2 page	\$1,100	
	Full page	\$1,900	
Travel Destinations/Saratoga/Best Of Magazines 3x Package Rate	1/4 page (3 issues)	\$1,275	
	1/2 page (3 issues)	\$2,325	
	Full page (3 issues)	\$4,200	

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Organization/Company	Page 1 Sub-Total
Primary Contact	Page 2 Sub-Total
Phone #	Page 3 Sub-Total
Email	Page 4 Sub-Total
	2020 Media Visibility Co-Op Total

Please consider this document my contract and insertion order to reserve and pay for the media investment indicated above in the 2020 NYSTIA Print & Digital Integrated Media Co-Op.

Signature of Primary Contact

Design specifications and deadlines for your media investments will be sent within two weeks of receipt of your insertion order form. Invoiced amounts are due within 30 days of proof of publication/performance.

When you have completed and signed the form, please scan and email all four (4) pages to Bob@nystia.org or mail to NYSTIA * 689 Hoosick Rd, PMB #110 * Troy, NY 12180