

NYSTIA Print & Multimedia Co-op Pricing		Issues Chosen	Minimum Ad Unit ¹	Price per Unit	Calculate Your AD BUY\$ ¹
AAA:	May: <i>Outdoor Adventure</i> ; July: <i>Culinary</i> ; Sept: <i>Fall Foliage</i>				
	NYC Metro/Long Island	May	1/6	\$4,903	
		July	1/6	\$4,903	
		Sept	1/6	\$4,903	
	Phil/DE/MD/DC	May	1/6	\$8,427	
		July	1/6	\$8,427	
		Sept	1/6	\$8,427	
	Boston/CT	May	1/6	\$6,026	
		July	1/6	\$6,026	
		Sept	1/6	\$6,026	
	New Jersey	May	1/6	\$3,506	
		July	1/6	\$3,506	
		Sept	1/6	\$3,506	
AARP:	<i>Travel demo age 50-59</i>	Apr/May	1/6	\$4,581	
	<i>Travel demo 60 to 69</i>	Oct/Nov	1/6	\$7,035	
Canadian Traveler		Summer	1/6	\$2,400	
		Winter	1/6	\$2,400	
Endless Vacation		Fall	1/6	\$5,000	
		Spring 2020	1/6	\$5,000	
Group Tour Magazine (QTRLY)		June	1/6	\$990	
		Sept	1/6	\$990	
Hearst Women's Travel Group		April	1/6	\$8,150	
		Oct	1/6	\$8,150	
Hook Magazine		May	1/6	\$450	
		Sept	1/6	\$450	
Newsday:	<i>Feed Me Magazine - Spring</i>	April	1/4	\$2,800	
	<i>Feed Me Magazine - Fall</i>	Oct	1/4	\$2,800	
	<i>Long Island Living Magazine - Travel</i>	May	1/4	\$2,800	
	<i>Long Island Living Magazine - Fall Travel</i>	Sept	1/4	\$2,800	
	<i>Fall Funbook</i>	May	1/4	\$2,800	
	<i>Summer Funbook</i>	Oct	1/4	\$2,800	
Philadelphia Magazine	<i>Spring Travel</i>	Mar	1/6	\$1,550	
	<i>Fall Travel</i>	Sept	1/6	\$1,550	
Roadrunner	<i>Spring Destinations</i>	Mar/Apr	1/6	\$898	
	<i>Fall Destinations</i>	Sept/Oct	1/6	\$898	
Star-Ledger/SI Advance		April	1/2		
	<i>Summer & Fall Travel NYSTIA Co-op Pkg</i>	Sept	1/2	\$8,000	
Times Union/Hearst Digital		Magazine, newspaper, digital and storytelling		\$6,000	
	<i>Best of Both Worlds NYSTIA Co-op Pkg</i>				
Total Co-op Expenditure					

QUESTIONS? Contact Bob Provost (bob@nystia.org) regarding pricing and billing; contact Suzanne (HarBixNY@aol.com) regarding specs and deadlines.

Common Ad Specs - 1/6 pg = 2.25"w x 4"h; 1/3 pg = 5.06"w x 4"h; 7.25"w x 4"h;

Name of Member _____

Member Organization _____

email _____

phone _____

signature _____

Scan and send this completed document to bob@nystia.org