

# ADVERTISING OPPORTUNITIES

## ADVERTISEMENT PACKAGE INCLUDES:

- Placement in Conference Program
- Placement in Welcome Program
- Attendee Database EXCEL
- 1 year listing (name, description and hotlink) on Conference Website's Resource Marketplace

**Act early to draw attention and maximize your investment!**

## ADVERTISEMENT PACKAGE INCLUDES

*(Package is only available when both ad and payment are received by January 10, 2020. No credit for partial packages.)*

### CONFERENCE PROGRAM:

The printed Conference Program is a FULL COLOR, 8.5" x 11" booklet. It includes the technical program, attendee registration form, hotel information and early sign up of exhibitors and sponsors. It is mailed in late January and has a widespread distribution of approximately 7,000. An additional 1,000 are made available through environmental trade groups and state agencies for mass distribution. It is also electronically available on the conference website for three (3) months prior to the event.

### WELCOME PROGRAM:

The printed Welcome Program is a BLACK & WHITE, 8.5" x 11" stapled book. It includes the final technical program, trade show floor plan, acknowledges all the generous sponsors and Products & Services (company name, booth #, website and description). It is distributed on site to approximately 700.

### RESOURCE MARKETPLACE:

Resource Marketplace is part of the year round Conference Website ([nyfederation.org](http://nyfederation.org)). The company name, description and hotlink are listed. Searches can be done by category and alphabetically. The website receives 45,000 hits annually and Resource Marketplace receives 7,000 hits annually.

### ATTENDEE LISTING:

An Excel Attendee Database is provided two weeks prior to the conference.

## ADVERTISEMENT RATES AND SIZES

Size	Dimensions (w x h)	Amount
Full	7.874" x 10.374"	\$1,000
1/2 Vertical	3.837" x 9.687"	\$750
1/2 Horizontal	7.874" x 4.74"	\$750
1/4 Vertical	3.837" x 4.74"	\$500
1/4 Horizontal	7.874" x 2.22"	\$500
Business Card	3.837" x 2.22"	\$250

*Get it for FREE with your Platinum or Gold Sponsorship, OR take a \$250 credit towards a larger ad size.*

## ADVERTISEMENT SUBMISSION GUIDELINES

### FILE FORMATS

High-resolution (300 dpi) PDF with all fonts embedded is preferred.

### FILE SUBMISSION

Completed ad must be received no later than January 10, 2020. Please label your materials with company name and size. *\*Please note that we cannot guarantee a match of colors.*

**Email:** [Shauna@ShaunaCross.com](mailto:Shauna@ShaunaCross.com)

“Fantastic interaction with private and public sector clients and professionals directly responsible for solid waste and recycling at one conference.”

