

NYSA NEWS

REACH

4/200

STAFFING PROFESSIONALS IN THE STATE OF NEW YORK

EVERY WEEK

MEDIA KIT



# MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

## ADVERTISING OPTIONS

### A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

### B SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

### C/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

### D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

### E CALLOUT TEXT AD

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.

### F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

The screenshot shows the N.Y.S.A. NEWS website with several advertising placements:

- A LEADERBOARD:** A large banner at the top of the page with the text "US employment outlook at 12-year high" and a sub-headline "US businesses' hiring intentions are at their highest level since 1998, according to a new survey. Respondents surveyed by the National Association for Business Economists also said the outlook for the economy had improved significantly. They also predicted higher capital spending and investment for the next six months. MORE".
- B SKYSCRAPER:** A vertical advertisement on the right side of the page for "ACCESS CAPITAL" with the text "Picture Your Success with Access Capital" and a photo of a man.
- C/1 TOP/BOTTOM BANNER:** A horizontal banner for "JOB DIVA" with the text "Picture Your Success with Access Capital" and a photo of a man.
- D PRODUCT SHOWCASE:** A horizontal banner for "MADISON Resource Funding" with the text "The Most Trusted Name in Payroll Funding."
- E CALLOUT TEXT AD:** A small text ad for "Capital One Rewards Checking" with the text "Enjoy checking plus automatic rewards. Earn rewards when you use your debit card, write a check, and pay bills online. Redeem for cash, travel, or merchandise. MORE".
- F TRADITIONAL TEXT AD:** A small text ad for "Resume Upgrade" with the text "Have employers see your resume first. Upgrade your resume now."

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief. Please refer to page 3 for appropriate image dimensions.

SEE PRICING NEXT >>>

# AD RATES & SPECS

Prices are for participation in 13 emails to 4,200 staffing professionals in the state of New York (one 90 day cycle)



Leaderboard  
**\$2500**

Image Dimensions  
**728x90**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Top/Bottom Banner  
**\$2000/\$1500**

Image Dimensions  
**468x60**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Skyscraper  
**\$2000**

Image Dimensions  
**120x600**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Product Showcase  
**\$1500**

Lorem ipsum dolor  
 Lorem ipsum dolor  
 sit amet, consectetur  
 adipiscing elit, sed  
 do eiusmod tempor  
 incididunt ut labore et  
 dolore magna aliqua.  
 Ut enim ad minimum  
 veniam, quis nostrud  
 exercitation ullamco  
 laboris nisi. **More**

Text **five word headline, fifty word description**  
Image Dimensions **175x125** File Format **JPEG, GIF**  
Max File Size **30k**



Callout Text Ad  
**\$1000**

Lorem ipsum dolor  
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed  
 do eiusmod tempor incididunt ut labore et dolore magna  
 aliqua. Ut enim ad minimum veniam, quis. **More**

Text **five word headline, twenty-five word description**  
Image Dimensions **125x100** File Format **JPEG, GIF**  
Max File Size **30k**



Traditional Text Ad  
**\$500**

Lorem ipsum  
 dolor sit amet  
 Lorem ipsum  
 dolor sit amet,  
 consectetur  
 adipiscing elit,  
 sed do eiusmod  
 tempor **More**

Text **five word headline, fifteen word description**  
Image Dimensions **120x50** File Format **JPEG, GIF**  
Max File Size **15k**

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THE NYSA NEWS, POWERED BY MULTIBRIEFS,  
PROVIDES WEEKLY NEWS AND INFORMATION TO  
STAFFING COMPANIES AND PROFESSIONALS IN THE  
STATE OF NEW YORK.

The news tackles today's most relevant issues, gathered from sources like **The Associated Press**, **The New York Times**, **Financial Times** and the leading industry publications. **NYSA News** is delivered to the inboxes of owners, managers, CEOs, CFOs, project managers and operation managers of staffing companies in the state of New York - the top-tier people in the industry.

NYSA NEWS  
IS A PROFESSIONAL RESOURCE FOR



# TOP TEN REASONS TO ADVERTISE IN NYSA NEWS:



## CREDIBLE SOURCE

For years, our members have turned to the association as the informational authority of the industry. Advertising in NYSA News solidifies your place among weekly information provided to NYSA members.



## TARGETED DISTRIBUTION

Advertising in NYSA News allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



## OPT-IN SUBSCRIBER LIST

Subscribers to NYSA News have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



## RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



## FREQUENCY

Frequency builds awareness. As a weekly publication, NYSA News ensures your ad will be every week by our 4,200 subscribers.



## AFFORDABLE

Advertising in NYSA News is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



## YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of NYSA News has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



## IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



## EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in NYSA News.



## TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.