



Wednesday WAKE UP

MEDIA KIT

ABOUT NYSSFA

Our mission is to be leaders in maintaining the highest standards of a safe, healthy learning environment and to support educational excellence through the prudent management of resources. The New York State School Facilities Association (NYSSFA) serves as a voice for more than 600 Directors of School Facilities, Facilities Managers, Head Custodians, Health and Safety Coordinators, and other key school facilities personnel.

Our weekly e-newsletter, *Wednesday Wake Up*, is emailed each Wednesday to the Association's membership, serving as a primary communications tool on recent developments in the field and association programs and services. It contains feature articles on hot topics in the school facilities industry, compliance updates, Association events with registration links, chapter events, celebrating new members and more.

WEDNESDAY WAKE UP STATISTICS

Wednesday Wake Up provides a unique opportunity for both business partners (Associate members) and non-member businesses to advertise services or products to the greater school facilities management community.

The e-newsletter is sent weekly to over 850 members with an average successful delivery rate of 99.1% – reaching hundreds of members each week!

PRINT SCHEDULE AND DEADLINES

Wednesday Wake Up is emailed to the membership each week during the calendar year. **Reservations are accepted on a first-come basis and as available for different advertising options.**

Ads must be received 10 days prior to publication and should be emailed to info@nyssfa.com with "WWU Advertising Submission" in the subject line. We will confirm all submissions with the next available date. Please indicate in your email if you would like a specific issue date. Advertisements must be paid in full before they will be published.

If you have any questions, please email info@nyssfa.com or call 518-465-0563. We look forward to working with you to get the word out about your products or services to our membership.

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FIRST COME. FIRST SERVE. SPACE IS LIMITED

Due to space limitations in our eNewsletter, advertising will be provided to Key Supporters as defined in that sponsorship program and to advertisers on a first come, first served basis.

AD SPECS

Wednesday Wake Up provides four advertising options.

- 1 **Leaderboard Ad**
 - Placed after the e-newsletter's first article
 - Sized 600 x 90 pixels
 - JPG format required
- 2 **Horizontal Product Showcase**
 - Placed after the Member News article(s)
 - Provide logo or photo (JPG format required) and content not exceeding 500 characters (with spaces).
- 3 **Box Ad**
 - Placed alongside the Industry News article(s)
 - Sized 300 x 250 pixels
 - JPG format required
- 4 **Lower Leaderboard Ad**
 - Placed after the Association's Meetings and Events box
 - Sized 600 x 90 pixels
 - JPG format required

NYSSFA reserves the right to edit content and to refuse any submission that we feel conflicts with the mission and goal of NYSSFA and *Wednesday Wake Up*.



AD RATES AND FREQUENCY DISCOUNTS

Member Rates

	Leaderboard Ad	Horizontal Product Showcase Ad	Box Ad	Lower Leaderboard Ad
6 weeks	\$2,000	\$1,700	\$1,500	\$1,000
12 weeks	\$4,000	\$3,400	\$2,800	\$1,900
18 weeks	\$6,000	\$5,000	\$4,300	\$2,800
26 weeks	\$8,000	\$7,000	\$5,700	\$3,700

Non-Member Rates

	Leaderboard Ad	Horizontal Product Showcase Ad	Box Ad	Lower Leaderboard Ad
6 weeks	\$2,500	\$2,500	\$2,000	\$1,500
12 weeks	\$4,500	\$4,500	\$3,200	\$2,400
18 weeks	\$6,500	\$6,000	\$4,800	\$3,300
26 weeks	\$8,500	\$8,000	\$6,200	\$4,200