



# 2010 New York Upstate Chapter ASLA Advertising and Sponsorship Opportunities

## Outstanding Marketing Partnerships

### Printed Publications

#### Chapter Awards Newsletter and Advertiser Directory

Mailed in the Spring to Members, Clients, select Government Officials, Sponsors and Advertisers. Glossy magazine format. Full Color 8.5" x 11"

#### ULN - Upstate Landscapes Newsletter

Mailed early Fall to Members, Clients, Sponsors and Advertisers. Glossy magazine format. Full Color 8.5" x 11"

### On-Line News, Connections & Links

#### Website Sponsorship with Links

Your logo will appear on the sidebar of **every page** of [nyuasla.org](http://nyuasla.org) and link to your company website.

#### Banner Ads in Upstate Landscapes Express (ULE)

Chapter online/emailed newsletter.

### CE Classes and Conference

#### A full-day of Continuing Education Classes - Spring Date and Location TBD

Sponsor an event, Exhibit at an event, or Advertise.

#### Our Conference will be held in conjunction with AIA-NYS October 14-16, 2010 in Buffalo.

There will be an Awards Luncheon for NYU-ASLA Members.

Sponsor, Exhibitor, and Advertiser pricing will follow.

NEW YORK UPSTATE CHAPTER  
AMERICAN SOCIETY OF LANDSCAPE ARCHITECTS  
312 W. Commercial St., East Rochester, NY 14445  
585.586.6906 FAX: 585.385.6053  
[asla@riversorg.com](mailto:asla@riversorg.com)

# 2010 NYU-ASLA Year-Round Partnership Packages

## Frederick Law Olmsted Package \$3,875

- Choice of Back Cover or Center 2 pages, color ad in 2010 Chapter Awards Newsletter and Advertiser Directory
- Full page, color ad in the *Upstate Landscapes Newsletter* with choice of placement
- Year-long web-link from **nyuasla.org** to your company website
- Banner Ad including company logo and 50 word description in **three (3)** issues of *The Upstate Landscapes Express*
- Principal Sponsor at June CE Program including Exhibit Booth and Speaking Opportunity

## Beatrix Jones Farrand Package \$2,425

- Full page, color ad in New York Upstate Directory of Members
- Full page, color ad in the *Upstate Landscapes Newsletter*
- Banner Ad including company logo and 50 word description in **one (1)** issue of *The Upstate Landscapes Express*
- 6 month web-link from **nyuasla.org** to your company website
- Co-Sponsorship at June CE Program including Exhibit Booth

## Fletcher Steele Package \$990

- Banner Ad including company logo and 50 word description in **one (1)** issue of *The Upstate Landscapes Express*
- 3 month web-link from **nyuasla.org** to your company website
- Exhibit Booth at June CE Program

## Ian L. McHarg Package \$975

- Banner Ad including company logo and 50 word description in **one (1)** issue of *The Upstate Landscapes Express*
- 6 month web-link from **nyuasla.org** to your company website

# 2010 NYU-ASLA

## Single Purchase Advertising Opportunities

### 2010 Chapter Awards Newsletter and Advertiser Directory

*Directory published in the Spring, distributed to Members, Clients, Government Officials.*

*Full Color 8.5 x 11 format*

Center 2-Pages (17 x 10, center bleed available)	\$1,400
Back Cover (8 x 8, full bleed available)	\$1,200
Inside Front or Back Cover (7.5 x 10)	\$ 950
Full Page (7.5 x 10)	\$ 700
Half Page, horizontal (7.5 x 5)	\$ 500
Quarter Page (3.75 x 5)	\$ 400

### Upstate Landscapes Newsletter (ULN)

*Newsletter published in the Fall, distributed to Members and Clients. Full Color 8.5 x 11 format*

Full Page (7.5 x 10)	\$ 550
Half Page horizontal (7.5 x 5)	\$ 425
Quarter Page (3.75 x 5)	\$ 325

### Upstate Landscapes Express (ULE) On-line Newsletter

*Banner Ad at the top of the UL with logo and 50-word description of your company*

1 Issue	\$ 200
3 Issues	\$ 575

### Website Sponsorship with Links

*Live link to your company website from every page of our website*

3 consecutive months	\$ 475
6 consecutive months	\$ 875
12 months	\$1,600

### Exhibitor at Spring CE Program

*Includes: 10 x 10 space, table & chairs, electricity and registration for one person*

Date and location TBD	\$ 435
Extra Person	\$ 50

### Conference to be held in conjunction with AIA-NYS, October 14-16, 2010 in Buffalo

*The NYU-ASLA Chapter Awards will be presented at a luncheon at this conference.*

*Sponsor, Exhibitor and Advertiser pricing will follow.*

# 2010 NYU-ASLA ADVERTISING/SPONSOR CONTRACT ORDER FORM

Company: \_\_\_\_\_

Contact Individual: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

## PACKAGE PLANS:

\$ _____	Frederick Law Olmsted Sponsor Package	\$3,875
\$ _____	Beatrix Jones Farrand Sponsor Package	\$2,425
\$ _____	Fletcher Steele Sponsor Package	\$ 990
\$ _____	Ian L. McHarg Sponsor Package	\$ 975

**Please send this completed contract to:**

NY Upstate ASLA  
312 West Commercial St.  
East Rochester, NY 14445

asla@riversorg.com

**Contact us at:**

Phone 585-586-6906 Fax 585-385-6053  
www.nyuasla.org

## INDIVIDUAL SELECTIONS:

\$ \_\_\_\_\_ **Website Links** 24/7 links from nyuasla.org to your Company Website  
\_\_\_\_\_ 3 months \$475 \_\_\_\_\_ 6 months \$875 \_\_\_\_\_ 12 months \$ 1600

\$ \_\_\_\_\_ **Chapter Awards Newsletter & Advertiser Directory (published in the Spring)**  
\_\_\_\_\_ Center Pages \$1,400 \_\_\_\_\_ Back Cover \$1,200 \_\_\_\_\_ Inside Front or Back Cover \$950  
\_\_\_\_\_ Full Page \$700 \_\_\_\_\_ Half-Page \$500 \_\_\_\_\_ Quarter Page \$400 \_\_\_\_\_ Business Card \$150

\$ \_\_\_\_\_ **Upstate Landscape Newsletter (published in the Fall)**  
\_\_\_\_\_ Full Page \$550 \_\_\_\_\_ Half-Page \$425 \_\_\_\_\_ Quarter Page \$325

\$ \_\_\_\_\_ **ULE Banner Ad (submit logo & 50 word description electronically)**  
\_\_\_\_\_ \$200 per issue \_\_\_\_\_ \$575 for 3 issues \_\_\_\_\_ Circle your preferred month  
Circle your preferred month(s): Jan Feb Mar Apr May June July Aug Sept Oct Nov Dec

\$ \_\_\_\_\_ **CE Program Exhibitor or Event Sponsor** \$435

\$ \_\_\_\_\_ **TOTAL AMOUNT DUE**

\_\_\_\_\_ Enclosed is full payment for Sponsorship fees indicated above (payable to NY Upstate Chapter ASLA)

\_\_\_\_\_ Please invoice me for Sponsorship fees indicated above

**In addition to the above, please contact me about:**

\_\_\_\_\_ **ASLA Membership**

\_\_\_\_\_ **Presenting a Workshop**

\_\_\_\_\_ **Technical Presentations**