



2018 WNYLDA ADVERTISING PROGRAM

WNYLDA 2018 Advertising Program Commitment Form

Highlights:

***Addition of large scale internet advertising and radio along with television**

- Spectrum News Premium Spot TV Ads targeted and tagged - May through October
- Internet Banner Ads targeted and tagged - May through October
- Pay Per Click Ads - May through October
- Social Media Ads targeted and tagged - May through October
- Radio Ads targeted and tagged - May 1st through June 15th
- All ads professionally produced for TV, internet, and radio
- Group rate discount that affords members to advertise at a discount WNYLDA is substantially subsidizing the program on top of the already discounted rates
- Your ads will run in specific targeted demographics
- Your company will be tagged with another member in your zone throughout the run
- Your company will be listed on www.localbuildingmaterials.com which is promoted throughout entire campaign
- You will support effort encouraging people to buy from us instead of from the boxes
- Cost is only \$1,299 payable in 2 parts (Spring and Fall)

Yes, I agree to participate in the WNYLDA 2018 Advertising Program and understand that I will be billed \$650 in May and \$649 in October.

Company Name: _____

Zone(s) to Advertise: _____

Authorized Contact: _____

Signature: _____

Please return form to:
WNYLDA
c/o Melissa Frissora
585 North Greenbush Rd.
Rensselaer, NY 12144
Or fax to: 518-880-6341