



2020 WNYLDA ADVERTISING PROGRAM

Advertising Program Commitment Form

Program Highlights:

- Your company will be listed on www.localbuildingmaterials.com which is promoted throughout the entire campaign.
- Search Engine Optimization (SEO) – website updates and content development
- Search Engine Marketing (SEM/PPC) – will run May through October
- Social Media Ads – will run May through October
- OTT Connected TV – will run May through October
- Radio Ads – will run May through October
- Professionally produced digital, video, and radio ads.
- Group rate discount that affords members to advertise at a discount. WNYLDA is substantially subsidizing the program on top of the already discounted rates.
- All ads include demographic, behavioral, and geographic targeting.
- All advertising will support the effort to encourage people to buy from us instead of from the big box stores.
- Cost is only \$1,299 payable in 2 parts.

Please return form to:
WNYLDA
c/o Adriana Favreau
585 North Greenbush Rd.
Rensselaer, NY 12144
or
Fax to: 518-286-1755

Register today!

Yes, I agree to participate in the WNYLDA 2020 Advertising Program and understand that I will be billed \$650 in June and \$649 in August.

Company Name: _____

Zone(s) to Advertise: _____

Authorized Contact: _____

Signature: _____

Payment Method: Check Credit Card

Card Type (circle one): MasterCard / VISA / Discover/ AMEX

Cardholder Name: _____

Card Number: _____

Expiration Date: _____ Security Code: _____

Billing Zip Code: _____

localbuildingmaterials.com

