



2017 WNYLDA ADVERTISING PROGRAM

WNYLDA 2017

Advertising Program Commitment Form

PLEASE RETURN BY APRIL 7

Highlights:

- Spring and Fall cable TV runs. May and June - September and October
- Professionally produced commercials highlighting reasons to shop with us
- Group rate discount that affords members to advertise at a discount
- WNYLDA is **subsidizing substantially** on top of the already discounted rates
- 10,000 prime time ad placements in total
- Your ads will run in specific demographics (ESPN, local news, FX, Discovery, HGTV)
- Your company will be tagged with another member in your zone throughout the run
- Your company will be listed on www.localbuildingmaterials.com
- **New this year – Over \$10,000 in funding to promote website to further get you seen**
- You will be supporting the effort to encourage people to buy from us instead of from the boxes
- Cost is only \$600 per run or \$999 for both

Yes, I agree to participate in the WNYLDA 2017 Advertising Program and understand that I will be billed for each zone at the start of the run.

Company Name: _____

Pre-Commitment Special (\$999 for Fall and Spring Runs)

Spring Run Only (\$600 with \$600 Fall run to be offered later)

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