



**Central New York  
Retail Lumber Dealers  
Association**

# 2020 CNYRLDA ADVERTISING PROGRAM

## Advertising Program Commitment Form

### Program Highlights:

- Your company will be listed on [www.localbuildingmaterials.com](http://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. CNYRLDA 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 \$1,499 payable in 2 parts.

**Please return form to:**  
CNYRLDA  
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 CNYRLDA 2020 Advertising Program and understand that I will be billed \$750 in June and \$749 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](http://localbuildingmaterials.com)

