



**Central New York
Retail Lumber Dealers
Association**

2018 CNYRLDA ADVERTISING PROGRAM

CNYRLDA 2018 Advertising Program Commitment Form

PLEASE RETURN BY April 13th

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 CNYRLDA 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 \$1,499 payable in 2 parts (Spring and Fall)*

Yes, I agree to participate in the CNYRLDA 2018 Advertising Campaign and understand that I will be billed \$750 in May and \$749 on October.

Company Name: _____

Zone(s) to Advertise: _____

Authorized Contact: _____

Signature: _____

Please return form to:
CNYRLDA
c/o Monica Musser-Racicot
585 North Greenbush Rd.
Rensselaer, NY 12144
Or fax to: 518-880-6345