

[ ADVERTISING DATES ]

Issue   Mail Date	Ad Deadline
1   September/October	July 21
2   November/December	Sept. 22
3   January/February	Nov. 17
4   March/April	Jan. 19
5   May/June	March 16
6   July/August	May 18

CONTRACT AND COPY PROVISIONS

The publisher shall not be bound by any conditions, printed or otherwise, appearing on order blanks, in agency forms, with copy instructions or which otherwise conflict with the provisions of this rate information.

All orders are accepted subject to acts of nature, fire, strikes, accidents or other occurrences beyond the publisher's control which prevent the publisher from partially or completely producing, publishing or distributing NYSUT United.

All position stipulations appearing on orders will be treated as requests unless guaranteed in writing by the publisher. All advertisements are accepted and published entirely upon the representation that the agency and/or advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that, in consideration of the publication of advertisements, the advertiser and/or agency will fully indemnify and save the publisher and NYSUT United harmless from and against any judgments, costs, expenses or disbursements incurred by reason of claims or suits of libel, violation of right of privacy, plagiarism, copyright infringement or any other claims or suits based upon content or subject matter of such advertisement.

SUBSCRIPTION INFORMATION

\$15 annually.  
Send check or money order to NYSUT United, Attn: Subscriptions, 800 Troy-Schenectady Road, Latham, NY 12110-2455.

ISSUANCE

NYSUT United is issued six times a year



POSITION

Ad position may be requested but not guaranteed.

CANCELLATIONS

Cancellations must be received in writing, fax or email on or before deadline date.

RESTRICTIONS

The publisher reserves the right to reject advertising not in keeping with the character and policies of either NYSUT United or New York State United Teachers. Advertisers and their products and services must meet standards of serving well the interests of the members. Advertisers may not discriminate in terms of race, sex, religion, age or national origin. Political ads are not accepted. Ads from membership organizations are not accepted. Alcohol, tobacco and firearm ads are not accepted.



NYSUT United is the official statewide publication of New York State United Teachers. It is published six times a year and direct-mailed to more than 600,000 professionals in education, human services and health care throughout New York State.

CIRCULATION | 600,000

[ TO PLACE ADVERTISING ]

800-448-4ADS (4237) | Fax: 518-213-6415  
Email: nysutads@gmail.com

or

212-598-7735 | Fax: 212-514-7261  
Email: jgottlieb@uft.org

NYSUT is affiliated with American Federation of Teachers, National Education Association and AFL-CIO.



## [ WHO READS IT? ]

Our members include school teachers, guidance counselors, human services and health care professionals, teacher aides, bus drivers, retirees, municipal employees and professionals at higher education institutions — including the State University of New York, the City University of New York and community colleges.

CIRCULATION | 600,000

## [ READER PROFILE ]

NYSUT United readers range in age from early 20s to senior citizens. They are steadily employed or retired, and constitute a stable, upper income group. Median salary for New York State teachers is \$76,706. Our readers are responsive to the advertiser who offers true value. In the mainstream of the economy, they provide a fertile field for advertisers of consumer goods, professional services, travel, education, cultural activities, books, computers and more. NYSUT United offers an indispensable source of news and information for an educated readership. NYSUT's award-winning investigative reporting, layout and photography have been recognized by the International Labor Communications Association, Metro New York Communications Council, State Education Editors and Education Press Association of America.

## [ DISPLAY ADS ]

Full	\$14,375
Half	\$7,188
Quarter	\$3,594

Premium placement 10% additional charge for inside back or back page.

## FREQUENCY DISCOUNTS |

2-3 issues: 10% 4-5: 15% All: 25%

**PAYMENTS** | Payment with order is required at publisher's option on all advertising. Publisher reserves the right to refuse to run advertising when advance payment has not been received as requested.

**ADVERTISING AGENCIES** | Only digital documents, (PDF or electronic files via email) will be accepted from advertising agencies. We offer a 15 percent commission to recognized advertising agencies. Ad reservations must be placed through the agency, on agency letterhead or purchase order.



### AD COMPOSITION

If you need us to compose your ad, there will be additional charges and time requirements. After we have received all materials, please allow a minimum of two weeks before the deadline for ad composition. A proof will be submitted for approval before going to press.

## [ CLASSIFIED ADS ]

### CLASSIFIED DISPLAY RATES

\$184 per column inch. Applies to display ads that are smaller than a quarter page. They must appear on the classified page but do not fall under a classified category.

### CLASSIFIED RATES

Minimum 10 words: single insertions, \$3.70 per word; two consecutive issues, \$3.50 per word; five or more consecutive issues, \$3.32 per word.

The following count as one word each and are charged individually: phone number with area code; email address; web address; street address, city, state and ZIP code. Abbreviations need to be spelled out; they are considered words and are charged individually.

### BOXED CLASSIFIED RATES

\$277 per column inch for the first insertion of advertisement.  
\$264 per column inch for additional insertions of the same advertisement. Minimum size is 2.25" x 1.5".

### CLASSIFIED CATEGORIES

- |                      |                       |                          |
|----------------------|-----------------------|--------------------------|
| 1. WANTED TO BUY     | 5D. VACATION RENTAL   | 11. EDUCATION            |
| 2. FOR SALE          | 6. RESIDENCE TO SHARE | 11A. INSTRUCTION         |
| 3. REAL ESTATE SALES | 7. SERVICES           | 12. BUSINESS OPPORTUNITY |
| 4. RENT/SALE         | 7A. DENTAL SERVICES   | 13. ENTERTAINMENT        |
| 5. FOR RENT          | 7B. LEGAL SERVICES    | 13A. TRAVEL              |
| 5A. RESORTS          | 8. HELP WANTED        |                          |
| 5B. SUMMER RENTALS   | 9. SITUATIONS WANTED  |                          |
| 5C. RENTALS WANTED   | 10. MISCELLANEOUS     |                          |

### ALL CLASSIFIED ADS ARE PAYABLE IN ADVANCE

ADS ARE ACCEPTED VIA FAX, EMAIL OR MAIL WITH VISA, MASTERCARD OR CHECK. All copy must be submitted typewritten or hand-printed. Be sure to indicate 'NYSUT United classified' placement is ordered and the category under which the ad should appear. Ads must be received by NYSUT United by 5 p.m. of the deadline date. Make checks payable to NYSUT United and mail with copy to NYSUT United, 800 Troy-Schenectady Road, Latham, N.Y. 12110-2455, Attn: State Classified Ads.

Ads accepted with credit card must have card number, expiration date, name, address and phone number of card holder. Credit card accounts will be charged when ads are processed (prior to publication). We cannot provide tear sheets to classified advertisers.