

Pricing Strategies for Ads and Sponsorships - 2008 ANMA/NASeA Convention:

Status: Platinum - >=\$1500

Web page
 Yeti View points Publication
 Flyers
 Banner for convention
 Special Advertisement during Cultural Program and Concert
 *Will be called on stage

Status: Gold - >=\$1000 <\$1500

Web page
 Yeti View points Publication
 Flyers
 Banner for convention
 Special Advertisement during Cultural Program

Status: Silver - >=\$500 and <1000

Web page
 Ad on Yeti View Points
 Website on banner

Regular Sponsors - >=\$200 and <\$499

Web page
 Ad on Yeti View Points

Others: -

Booth – 1 or 2 full days - open space \$200
 Banner - (provided by vendor) \$200
 Flyer (inserted in the Yeti View Points) - \$300
 Separate for publication – 200 extra two hundred dollars.

Yeti View Points: Convention Magazine - 50 Pages

Front Cover - Outside	Full Page (Color)	N/A	Convention Page
Front Cover - Inside	Full Page (Color)	\$500	
Back Cover - Outside	Full Page (Color)	\$500	Sold
Back Cover - Inside	Half Page (Color)	\$200	Sold
Back Cover - Inside	Half Page (Color)	\$200	Sold

General Advertisement for Businesses - Inside Pages

Received:

Inside page	Full Page (Black & White)	\$300
Inside page	Half Page (Black & White)	\$200
Inside page	Full Page (Color)	\$350
Inside page	Half Page (Color)	\$250

Personal: Welcome, Thank You and Congratulatory Notes

Inside	Full page	\$100
Inside	Half page	\$50
Inside	*Quarter, 1/4 page and banners	\$25

*Congratulations to newly weds and grads Greetings, Thanks, etc.

If you have any questions regarding our pricing strategies, please do not hesitate to contact at -

Marketing@jointconvention.org

Visit our website at <http://2008.jointconvention.org>

ANMA/NASeA Joint Convention - Sponsors, Advertising and Marketing Team