



## The Fine Print

### CONTRACT CONDITIONS:

The publisher and staff of The Blanket reserve the right to refuse advertising deemed inappropriate, or which conflicts with the policies of the Association. The Advertiser and ad agency warrant that they are authorized to publish the content of advertising, and that all statements therein are true. The advertiser and its agency holds the publisher and staff of the publication harmless from any and all claims or suits, including but not limited to libel for the publication of advertising material received and printed. The Publisher shall not assume responsibility for errors or omissions, or for any delay beyond the cost of ad space. The Publisher reserves the right to cancel any advertising contract due to an advertiser's failure to pay invoices when due.

The Editor reserves the right to accept, reject and/or edit any news, press releases or editorials submitted for publication.

### CANCELLATIONS:

Cancellations or alterations are not accepted after the closing date. A previously run ad will be used for contract advertising should new ad material not be received by the closing date of the issue. Because of the low advertising rates, cancellations will be discouraged and if accepted, must be received by The Blanket in writing at the Publication's Editorial/Advertising Office in Bellerose. Obtain confirmation to assure acceptance.

# THE BLANKET

The Official Publication of the  
New York State  
Volunteer Ambulance &  
Rescue Association, Inc.

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The New York State  
Volunteer Ambulance &  
Rescue Association, Inc.



# THE BLANKET



## Advertising Rates



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**THE BLANKET** is the Official Publication of the New York State Volunteer Ambulance & Rescue Association, Inc. It is written for the voluntary ambulance, rescue and emergency medical service providers of independent and firematic organizations throughout the State of New York.

Editorial emphasis is placed on matters of interest to Association and non-Association members State-wide. Content incorporates Association news, trends in pre-hospital care; laws and legislation pertaining to the delivery of pre-hospital care, rescue and extrication, including the treatment of the sick and injured. Articles of general interest are included, plus convention news and highlights of the annual meeting.

News items relating to membership activities at the Association, District, regional and squad level are included. Summary reports are incorporated from the NYS Emergency Medical Services Council, and from regional and local councils. Editorial contributions from professionals in the fields of emergency medical services, rescue, fire and safety are regular features.

**FREQUENCY:** Quarterly

**CIRCULATION:** The Blanket goes to all Association individual, organizational, and sustaining members, including registered and certified independent and fire affiliated volunteer ambulance, rescue and first responder services in NY State; leaders in the EMS structure of the state; key NYS legislators; vendors, emergency departments, and key personnel within the NYS Department of Health. A copy of the Newsletter is posted on the Association's web site for 12 months.

## GENERAL ADVERTISING RATES

	<b>1x</b>	<b>2x</b>	<b>4x</b>
Full Page	\$250	\$225	\$200
Half Page	155	140	125
Third Page	115	100	90
Quarter Page	90	80	70

## Covers

	<b>1x</b>	<b>2x</b>	<b>4x</b>
<b>Front Cover</b> (Bottom 3" x 5½")	N/A	\$230	\$210
<b>Inside Front Cover</b>	\$285	255	230
<b>Inside Rear Cover</b>	285	255	230
<b>Back Cover</b> ("5½ x 7")	385	350	300

## Business Card

Non-Member – \$45 Individual Member – \$30  
No Discounts or commissions.

## Discounts

- A 10 % Discount to recognized advertising agencies when payment accompanies order.
- B Frequency rate is determined by the number of consecutive insertions within a 12 month period, and contracted for in advance. Interruption of consecutive insertions will be prorated at full ad rate
- C Squad and sustaining members allowed a 5% discount
- D Exhibitors at the Association's Annual Educational Conference and Trade Show will receive a business card size ad or equivalent value toward a larger ad.
- E Discounts apply to space only and not to production charges or special inserts.

**INSERTS** Rates on pre-approved, single-leaf pages submitted for production review.

## CLASSIFIED ADVERTISING RATES

**The Swap Spot** – For Squad or sustaining members: \$20for the first 50 words; 50¢ each for each additional word. Name, address and phone number count as one word each. Payment must accompany order. Squads and Sustaining member receive **ONE FREE SWAP SPOT** ad per membership year to request or offer, apparatus or equipment. For non-members the cost is \$30 for the first 50 words; 50¢ each for each additional word. No commissions or discounts available.

## Issues and Closing dates

Spring – February 28th  
Summer (Pre-Convention) – May 30th  
Fall – August 30th  
Winter – November 30th

## Mechanical Requirements

Full Page 8" x 10 ½"  
Half Page 8" x 5" or 4" x 10½"  
Third Page 8" x 3" or 4" x 6½"  
Quarter Page 4" x 5"

## Artwork

Artwork shall be supplied camera ready. Material or instructions to make alterations must be made in advance of closing dates.

**The New York State  
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