

## **NIKE Advertising Policies**

NIKE is the official publication of New York State Women, Inc. and is distributed four times a year to every member in good standing of the organization.

### **Advertising Policy**

The advertising policy of NIKE has been formulated to protect the interests of the readers, maintain the integrity of the publication and ensure fair treatment of advertisers.

The criteria for accepting advertising are as follows:

All advertising must meet the standards and objectives of New York State Women, Inc.

Advertising is evaluated by the editor/and or assistant editor.

In matters of controversial material, placement of the ad will be withheld for review and determination by the NIKE Editorial Board.

No advertisement will be accepted without a signed advertising request form, payment, and camera-ready copy.

New York State Women, Inc. reserves the right to reject any advertising for any or no reason, at any time, without liability, even for ads previously acknowledged or accepted.

All rates and units of space are subject to change without notice.

The liability of New York State Women, Inc. for any error for which it may be held legally responsible will be limited to the running of one same-size make-good advertisement in NIKE. New York State Women, Inc. will not, in any event, be liable for loss of income or profits or any consequential damages.

Acceptance of an advertisement by New York State Women, Inc. does not convey an endorsement of any product or service.

### **Advertising Rates**

<i>Ad placement-</i>	<i>One Issue</i>	<i>Four Issues</i>
Back Cover	\$600.00	\$2,000.00
Inside Back Cover	\$400.00	\$1,400.00
Full Page	\$300.00	\$1,000.00
Half Page	\$150.00	\$500.00
Quarter Page	\$75.00	\$250.00
1/8 Page (Business Card)	\$37.50	\$125.00

E-mail ads to [PR@NYSWomeninc.org](mailto:PR@NYSWomeninc.org) OR [ksmith@whiterabbitdesign.com](mailto:ksmith@whiterabbitdesign.com) as a PDF file and copy to [NIKEmgr@NYSWomeninc.org](mailto:NIKEmgr@NYSWomeninc.org)