

# BANY MEMBERSHIP DIRECTORY ADVERTISING GUIDE

**FOR MORE INFORMATION CONTACT:**

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## Who We Are

Founded in 1938, the Bus Association of New York (BANY) represents the broader interests of motorcoach companies, their equipment suppliers, as well as travel and tourism entities.

BANY is one of the leading state associations that promotes motor coach travel, safety and compliance. BANY is recognized as the voice for our members on a variety of critical issues and it continues to make great strides in terms of regulatory matters, innovation and legislation. It is important to be knowledgeable of the ever changing industry landscape.

Advertising with BANY means reaching industry professionals who spends \$848 million on purchases every year.

### **READERS ARE INTERESTED IN:**

- **ACCOMMODATIONS**
- **ATTRACTIONS**
- **SHOPPING**
- **BOAT LINES/CRUISES/TOURS**
- **BUS FINANCING**
- **BUS MAINTENANCE AND SERVICE**
- **BUS MANUFACTURERS**
- **CASINOS/GAMING**
- **COACH REPAIR AND CONVERSION**
- **DESTINATIONS/CONVENTION&VISITORS BUREAUS**
- **DINNER THEATRES**
- **DUTY-FREE SHOPPING**
- **INSURANCE**
- **SPORTS VENUES**

**AND MORE!**



# MEMBERSHIP DIRECTORY AND RESOURCE GUIDE

Reach industry leaders throughout New York and beyond! Our annual Membership Directory helps build powerful relationships that influence, inspire and endure. Don't miss your chance to reach key decision-makers.

Ad Sizes	BANY Member 1 year	BANY Member 2 years (price per year)	Non-Member (1 year pricing only)
Logo w/ Description	\$100	N/A	N/A
Buyers Guide	\$250	N/A	\$500
Quarter Page	\$375	\$300	\$875
Half Page	\$750	\$500	\$1250
Full Page	\$1500	\$1250	\$2000
Inside Front Cover	\$1750	\$1500	\$2250

Not a member? Join today: [BANYBUS.org/Membership](http://BANYBUS.org/Membership)

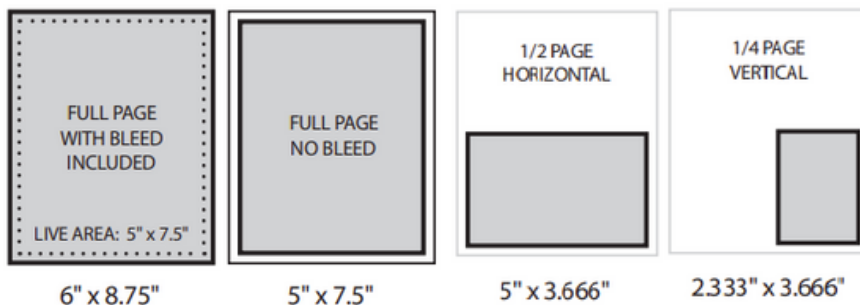
## AD SPECS

FULL PAGE W/ BLEED: 6" X 8.75"

FULL PAGE NO BLEED: 5" X 7.5"

HALF PAGE: 5" X 3.666"

QUARTER PAGE: 2.333" X 3.666"



## Artwork Requirements

Artwork must be supplied at 300 dpi. High-res PDFs are preferred. High-res, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift.

## DISTRIBUTION:

The Membership Directory and Resource Guide is distributed to every BANY member, including motorcoach companies, manufacturers, suppliers and related businesses.

Reserve Your Ad by May 30th: [BANY@BANYBus.org](mailto:BANY@BANYBus.org) or 518-426-3233