

# PCANY

***Precast Concrete Association of New York, Inc.***

## **2016 BUYER'S GUIDE**

### **Media-Kit**

#### **Dear PCANY Member**

As you know, the PCANY Monthly Newsletter has been a model for the industry for many years and is currently distributed to over 750 email recipients every month. In order to increase our presence and further promote your products and services, we launched the first ever PCANY Buyer's Guide in December of 2014. A PDF version of the guide was emailed to our entire newsletter list and has been posted on our website. So far, due to the cost of printing, only about 50 hard copies have been produced and handed out at various events; but the feedback on this publication has been quite positive.

The PCANY Buyer's Guide is a great reference for owners, engineers, architects, contractors and anyone else who has an interest in precast concrete products, accessories, and related technical services. Accordingly, we would like to see a much wider distribution of the print version for 2016. To help offset some of the cost of printing and distribution, we would like to open up space in the guide for advertisements. Advertising in the Buyer's Guide not only helps us increase circulation but also gives you an opportunity to promote your company in a reference that people are sure to use.

We are offering eighth, quarter, and half page ads at a very reasonable cost. Ads will be placed within the guide as room permits with additional pages added, as needed. Ad prices are good for the full year even though we may update the guide during the year to add new members or to update member listings.

To place an advertisement the 2016 Buyer's Guide, please submit the attached order form along with your ad copy in high resolution PDF or JPEG format by January 15, 2015. Also, please make payment at the time of your order either by check or contact me for direct HSA bank transfer.

Warmest Regards,

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Please email this form along with a high resolution PDF or JPEG image in the size indicated to [precast@pcany.org](mailto:precast@pcany.org). Payment may be made by sending a check payable to PCANY to the above address or contact us for direct payment information by HCA transfer.

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