

# MARKETING

# Margalio

Target your marketing dollars and heighten your visibility with a full range of opportunities to promote your company. Start on line with NYAPT's website and e-newsletter. Up to date and information packed - NYAPT's News & Notes delivers! An excellent resource and the jumping off point for members to sign in or sign up - [www.NYAPT.org](http://www.NYAPT.org) is where you want to be! Want more? Sponsor a Keynote presenter, a refreshment break or go face to face with an exhibit at one of our educational events. Whatever works for your company - work with NYAPT and take the lead!

## THE NEWSLETTER

Up to date and information packed NYAPT's News & Notes delivers! Arriving in over 600 email boxes each week this newsletter presents an excellent opportunity to get your name in front of the NYS pupil transportation community.

With three banner openings at affordable rates each week News & Notes is a great choice!

## THE NYAPT WEBSITE

An excellent resource and the jumping off point for members to sign in or sign up - [www.NYAPT.org](http://www.NYAPT.org) is where you want to be! Get out front with a Homepage banner, target your message to the Advocacy or Education pages or go with the Employment page for the higher traffic.

Whether ever present in the key supporter slide show as an Industry Leader or with strategically placed ads - you can get your message delivered.

Visit [www.NYAPT.org/Leadership](http://www.NYAPT.org/Leadership) for more information!

--News & Notes delivered Wednesdays 48 weeks a year.

--Submissions are subject to approval. With consideration to NYAPT's mission we reserve the right to refuse ad content.

--A benefit of Industry membership! -Currently advertisement opportunities are available *only to NYAPT Industry Members*.

## EVENT SUPPORT OPPORTUNITIES

Whether it's underwriting a single webinar or booking a booth & sponsorship at a large event; NYAPT offers you the opportunity to support our excellent educational programming and to get your company name out in front of the group! The Winter Workshop opens the year with a bang! The webinar series is an ongoing opportunity month to month. The Annual Conference can't be beat for exposure! And hey there's more! With offerings for Associate level staff, the Law course and Finance related programs you're sure to find the avenue for your company. Contact us for a plan that fits *your* needs.