



A NYS Premier Educational  
Conference & Trade Show  
Since 1955

## ADVERTISER INFORMATION

WE INVITE YOU TO JOIN THE ENERGY AND VISION OF

# PULSE CHECK 2018

The New York State Volunteer Ambulance & Rescue Association is pleased to announce that its Annual Educational Conference & Trade Show—**PULSE CHECK 2018**—will take place in Albany on September 20 – September 23, 2018. First Responders, EMT's, Paramedics and many others who represent Emergency Medical Services in the Empire State and nearby New Jersey and New England states will come together at the Albany Marriott for professional development, continuing education, to learn about the latest trends, practices, equipment and technology—and to celebrate our industry and the accomplishments of NYSVARA!

Our Educational Conference & Trade Show continues to grow every year. It attracts top quality speakers who continue to bring new, interesting and cutting-edge seminar topics to our attendees. This event gives you an opportunity to introduce your new products and services, expand your contacts across New York State, recruit new buyers, and heighten awareness of all that you offer!

Don't miss out – become part of Pulse Check and make an impact on First Responders and EMS professionals in the region and New York State!

- The Educational Conference & Trade Show Planning Committee

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## PULSE CHECK 2018 CONFERENCE HIGHLIGHTS

- Conference opens on Thursday, September 20, 2018 with the 8 hour Pre-Conference Core Content EMS Refresher Program.
- The Trade Show will run on Friday, September 21, 2018 and Saturday, September 22, 2018
- Friday and Saturday features two major educational tracks.
- The Annual EMS Skills Drill Challenge will take place on Friday evening.
- NYSVARA's Annual Awards Banquet will take place on Saturday evening.
- The Conference concludes on Sunday, September 23, 2018.

**Let's Work Together to Create the Perfect Package for Your Company!**

### QUESTIONS/NEED MORE INFORMATION?

Contact the Pulse Check Conference Team at: [pulsecheck@nysvara.org](mailto:pulsecheck@nysvara.org)  
(877) NYSVARA



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## ADVERTISER INFORMATION

### PULSE CHECK COMMEMORATIVE JOURNAL ADVERTISING RATES

A full color program given to every conference attendee; after the event, it will be prominently placed and promoted on NYSVARA's website and e-blasted out to all members ensuring maximum exposure for conference supporters.

Location	Black & White	Color	Availability
Back Cover	N/A	\$600.00	SOLD
Inside Front Cover	N/A	\$550.00	YES
Inside Back Cover	N/A	\$500.00	YES
Full Page	\$300.00	\$400.00	YES
Half Page	\$175.00	\$250.00	YES
Quarter Page	\$100.00	\$150.00	YES

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### PULSE CHECK COMMEMORATIVE JOURNAL SIZES

**IF YOU ARE DOING THE DESIGN WORK YOURSELF, ADS SHOULD BE SUBMITTED USING A CMYK COLOR PROFILE AT 300DPI RESOLUTION. YOU MAY SUBMIT THE FOLLOWING FILE FORMATS: PDF, JPG, PNG, EPS.**

**Please note the following sizes:  
Sizes With Bleeds and Without Bleeds**

Page size	Unit of Measurement	With Bleeds	Without Bleeds
<b>Full Page/ Cover</b>	<b>In Inches</b>	8.75" w x 11.25" h	8.5" w x 11" h
	<b>In Pixels</b>	630px x 810px	612px x 792px
<b>Half Page</b>	<b>In Inches</b>	8.75" w x 5.75" h	8.5" w x 5.5" h
	<b>In Pixels</b>	630px x 414px	612px x 396px
<b>Quarter Page</b>	<b>In Inches</b>	N/A	4" w x 5" h
	<b>In Pixels</b>	N/A	288px and 360px

**Design services are available for \$75 per ad. (proceeds to benefit NYSVARA/PulseCheck)**

**If you would like to have your ad built by our graphic design team, please submit the following information:**

- Copy Ready Text - High Resolution (300dpi) Graphics or Photos.
- All graphics or images should be submitted as large as possible up to 8.5" w x 11" h
- Any specific direction you wish to have considered with your ad, design or layout.
- You may submit the following file formats: AI, EPS, PDF, JPG, PNG, DOC, DOCX

**Materials may be submitted by email to:**

- [pulsecheck@nysvara.org](mailto:pulsecheck@nysvara.org)

**All ads must be sent in a digital format.**

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## ADVERTISER CONTRACT

Please complete this form and submit with payment to the address listed below. Please send any artwork or Credit Card Contracts electronically to the Pulse Check Conference team at [pulsecheck@nysvara.org](mailto:pulsecheck@nysvara.org). Please keep a copy of this contract for your records. We will confirm all arrangements with you after receipt. You may also complete the registration process on line at [www.nysvara.org/pulsecheck](http://www.nysvara.org/pulsecheck).

**COMPANY NAME:**

**CONTACT NAME:**

**ADDRESS:**

**CITY:**

**STATE:**

**ZIP:**

**EMAIL:**

## PROGRAM ADVERTISING

**LOCATION:**

~~BACK COVER  
\$600.00~~  
**SOLD OUT!**

**INSIDE FRONT COVER  
\$550.00**

**INSIDE BACK COVER  
\$500.00**

**SIZE:**

**FULL PAGE - COLOR  
\$400.00**

**FULL PAGE - BLACK&WHITE  
\$300.00**

**HALF PAGE - COLOR  
\$250.00**

**HALF PAGE - BLACK&WHITE  
\$175.00**

**QUARTER PAGE - COLOR  
\$150.00**

**QUARTER PAGE - BLACK&WHITE  
\$100.00**

All ads need to be submitted electronically to [pulsecheck@nysvara.org](mailto:pulsecheck@nysvara.org) NO LATER than August 1<sup>st</sup>

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[pulsecheck@nysvara.org](mailto:pulsecheck@nysvara.org)  
(877) NYSVARA

### SUBMIT THIS FORM TO:

**MAIL** NYSVARA - Pulse Check  
518 Hooper Road # 278  
Endwell, New York 13760

**EMAIL** [pulsecheck@nysvara.org](mailto:pulsecheck@nysvara.org)



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## ADVERTISER INFORMATION

### PAYMENT

**CHECK ENCLOSED**  
**MAKE PAYABLE TO: NYSVARA - PULSE CHECK**

**OR**

**VISA**

**MASTERCARD**

**AMEX**

**DISCOVER**

**NAME ON CARD:**

**CARD NUMBER:**

**EXPIRATION DATE:**

**CVV/SECURITY #**

**ALL PAYMENTS NEED TO BE RECEIVED NO LATER THAN AUGUST 1<sup>ST</sup>**

**Or you can also register and pay online at [www.nysvara.org/pulsecheck](http://www.nysvara.org/pulsecheck).**

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