

# ADVERTISE

Build brand and name recognition even more with potential clients by advertising in PMAA's go-to resources: the 2024 Annual Conference Program and the 2025 Membership Directory. Pre-purchasing ad placement now for next year's directory affords your firm a multi-publication discount!

## 2024 ANNUAL CONFERENCE PROGRAM

The Conference Program is the official guide to this year's event and includes the Conference agenda, detailed session information, speaker and exhibitor information, AND your advertisement! Attendees will be provided the publication for use during the Conference, and may reference upon returning home! Advertisers will be listed on the Conference mobile app with a website link.



## 2025 PMAA MEMBERSHIP DIRECTORY

The Membership Directory includes contact information for all municipal authority and associate members and is mailed in January 2025. Give your firm added exposure to the decision-makers you need to reach! The Membership Directory is used as a reliable source of products and services for municipal authority officials year round.

Contracting for both the 2024 Annual Conference program and the 2025 Membership Directory now affords a multi-publication discount.

### Conference Program

Contract due by July 15; artwork by July 29

### Membership Directory

Contract due by October 15; artwork by October 29



### FOR MORE INFORMATION:

📞 (717) 737-7655

✉ [glantz@municipalauthorities.org](mailto:glantz@municipalauthorities.org)

🌐 [www.municipalauthorities.org/conf-advertising](http://www.municipalauthorities.org/conf-advertising)

# 2024 Annual Conference and 2025 Membership Directory

## Advertising Contract

**Annual Conference:** Contract by July 15 ♦ Artwork by July 29  
**Member Directory:** Contract by October 16 ♦ Artwork by October 30

Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Website: \_\_\_\_\_

Advertising Agency Name (if applicable): \_\_\_\_\_

(Ad agency, if applicable, will receive all correspondence and invoices, unless otherwise noted by advertiser)

Agency Contact Name: \_\_\_\_\_ Email: \_\_\_\_\_

Agency Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

### Advertising Rates and Specifications

☐ **2024 Conference Program** (artwork deadline 7/29)  
*Published in September 2024*

☐ **2025 Membership Directory:** black and white print only  
*Published in January 2025* (artwork deadline 10/30)

- ☐ Full page.....4 5/8" (W) x 7 1/8" (L).....\$325 b&w; \$700 color
- ☐ Half Page.....4 5/8" (W) x 3 1/2" (L).....\$275 b&w; \$650 color

- ☐ Full page.....4 5/8" (W) x 7 1/8" (L).....\$325 b&w only
- ☐ Half Page.....4 5/8" (W) x 3 1/2" (L).....\$275 b&w only

**Cover Positions:** Full page ads only

- ☐ Back.....\$650 b&w; \$1,150 color
- ☐ Inside Front.....\$575 b&w; \$1,075 color
- ☐ Inside Back.....\$575 b&w; \$1,075 color

**Cover Positions:** Full page ads only

- ☐ Back.....\$650 black and white; \$1,150 color
- ☐ Inside Front.....\$575 black and white; \$1,075 color
- ☐ Inside Back.....\$575 black and white; \$1,075 color

**Advertise in both publications and receive a 20% discount on listed rates.**

Conference Program Ad: \$ \_\_\_\_\_

Member Directory Ad: \$ \_\_\_\_\_

Less 20% discount for advertising in both publications: -\$ \_\_\_\_\_

**Total:** \$ \_\_\_\_\_

### Return contract and payment to PMAA:

Mandi Glantz, Director of Member Relations

1000 North Front Street, Suite 401, Wormleysburg, PA 17043 ♦ (717) 737-8431 (fax) ♦ [glantz@municipalauthorities.org](mailto:glantz@municipalauthorities.org)

Checks should be made payable to PMAA or credit cards accepted:



Card # \_\_\_\_\_ Expiration \_\_\_\_\_ 3-digit security code \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### Ad Specifications

Print ready PDF file format is preferred (high resolution at 300 dpi); other file formats including jpg, eps, tif, doc are also accepted. Please embed fonts and convert all spot colors to 4-color process for color ads. Ads not meeting exact mechanical requirements will be returned.

Send electronic ads to **Mandi Glantz at:** [glantz@municipalauthorities.org](mailto:glantz@municipalauthorities.org)

**The Pennsylvania Municipal Authorities Association reserves the right to reject any advertisement not in keeping with the publication's standards. Advertisers and advertising agencies assume liability for entire contents of advertisement and assume responsibility for any claims arising from ad content brought against the publisher. A 15% agency commission may be deducted by advertising agencies. Advertising space is available on a first-come, first-served basis.**