

**2016 Membership Directory  
& 2015 Conference Program**



**Advertising  
Contract**

Company: \_\_\_\_\_  
 Contact Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_ Web: \_\_\_\_\_

Advertising Agency Name (if applicable): \_\_\_\_\_  
 Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_  
 Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

(Advertising agencies, if applicable, will receive all correspondence and invoices, unless otherwise noted by advertiser.)

**Advertising Rates & Specifications**

**Ad deadline is July 17, 2015**

**CHECK ONE:**  PMAA Directory **and** Conference Program  PMAA Directory *only*

<b>2016 Directory Only (black &amp; white rates)</b>	<b>2015 Conference Program</b> (available only with purchase of directory ad)
Full page.....4 5/8"(W) x 7 1/8"(H).....\$295.00	+ \$95.00 to place same ad in conference program
Half page.....4 5/8"(W) x 3 1/2"(H).....\$245.00	+ \$75.00 to place same ad in conference program
	<i>conference held 8/23 - 8/26 at Lancaster County Convention Center</i>

**Cover Positions:** (full page ads only and must be 2, 3 or 4 color)

Back.....\$595.00 + \$150 per color*	+ \$125.00 to place same ad in conference program
Inside Front.....\$525.00 + \$150 per color*	+ \$125.00 to place same ad in conference program
Inside Back.....\$525.00 + \$150 per color*	+ \$125.00 to place same ad in conference program

\*other than black



*Advertisements not meeting exact mechanical requirements will be returned.*

**Ad Specifications**

Camera-ready art and electronic file formats accepted (pdf, jpg, eps, tif, doc). PC compatible files are preferred: QuarkX-Press, Adobe InDesign, Adobe PageMaker 7.0, Adobe Illustrator, Photoshop, and MS Word. Ads must be created in high resolution with 300 dpi. **Send electronic ads to Kay Hand: [hand@municipalauthorities.org](mailto:hand@municipalauthorities.org).**

**Please complete all information and return signed contract and payment to address listed below to guarantee space reservation. (Send electronic ad now if available, or by July 17th deadline.)**

Directory ad size: _____	Directory ad rate: \$ _____ (special position requests other than those listed, add 15% to rate)
Ad enclosed: _____	Conference program ad: \$ _____ (\$75.00 half page, \$95 full page or \$125.00 cover positions)
Electronic ad: _____ (send to: <a href="mailto:hand@municipalauthorities.org">hand@municipalauthorities.org</a> )	<b>Total cost:</b> \$ _____
Repeat 2015 ad: _____	<b>Method of payment:</b> <input type="checkbox"/> Check (payable to PMAA) <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> Discover
Ad sent under separate cover: _____	Card# _____ Exp. _____ Last 3 digits of the 7 digit code on back side of credit card _____

**Remarks:** 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.

Authorized Signature \_\_\_\_\_ Name in print \_\_\_\_\_  
 Date \_\_\_\_\_