

# the AUTHORITY

<RXU \$GYHUWLV LQJ ,QIRUPDWLRQ

Company \_\_\_\_\_ Website \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Contact Person \_\_\_\_\_ Phone \_\_\_\_\_  
 Fax \_\_\_\_\_ Email \_\_\_\_\_

Date \_\_\_\_\_ Authorized Signature \_\_\_\_\_  
 F Invoice Advertiser (Name if different than above) \_\_\_\_\_

\_\_\_\_\_

\$G \$JHQD'SSOLFDEOH

Address \_\_\_\_\_ Website \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip: \_\_\_\_\_  
 Contact Person \_\_\_\_\_ Phone \_\_\_\_\_  
 Fax \_\_\_\_\_ Email \_\_\_\_\_  
 Date \_\_\_\_\_ Authorized Signature \_\_\_\_\_  
 F Invoice Agency (Name if different than above) \_\_\_\_\_

### Space Reservations (rates on reverse)

#### Display Advertisers:

Select desired issue(s):  February  April  June  August  October  December

Standard Placement	Color	Preferred Placement	Requested Positions
<input type="checkbox"/> Full page	<input type="checkbox"/> black & white	<input type="checkbox"/> Inside Front Cover (color only)	other than covers
<input type="checkbox"/> 2/3 page	<input type="checkbox"/> four color	<input type="checkbox"/> Inside Back Cover (color only)	add 15% to rate
<input type="checkbox"/> 1/2 page		<input type="checkbox"/> Back Cover (b&w or color)	
<input type="checkbox"/> 1/3 page square			
<input type="checkbox"/> 1/3 page vertical			
<input type="checkbox"/> 1/4 page			
		Rate Total	
		Per Insertion	

#### Professional Service Advertisers: (card style ad: 3 1/2" w x 1 1/2" h)

\$360 annually, paid in advance: (black & white ad in all six issues)  
 ^ check enclosed ^ charge credit card listed below

#### Classified Advertising:

PMAA members - no charge (size contingent on space available) Non-members - \$10 per line

### Payment/Remittance Information

^ Invoice after each issue in which ad appears ^ Pay full year by check or credit card  
 Check (payable to PMAA)  Visa  MasterCard  Discover

Card# \_\_\_\_\_ Exp. \_\_\_\_ / \_\_\_\_ 3 digit security code \_\_\_\_\_

ADVERTISING CONTRACT

# 2019



7KH RI¿FLDO EL

# 2019 Advertising Rates & Information

## GENERAL ADVERTISING RATES / SPECS

Rate is per each issue	1-3 issues b&w / color	4-6 issues b&w / color
<b>Full page</b> 7 1/2" wide x 10" high If bleed: 8 5/8" x 11 1/8"	\$660 / \$1010	\$620 / \$970
<b>Two-thirds page</b> (vertical) 4 7/8" wide x 10" high	\$530 / \$880	\$495 / \$845
<b>One-half page</b> (horizontal) 7 1/2" wide x 4 7/8" high	\$420 / \$770	\$390 / \$740
<b>One-third page</b> Vertical 2 1/4" wide x 10" high Square 4 7/8" wide x 4 7/8" high	\$320 / \$670	\$285 / \$635
<b>One-quarter page</b> (horizontal) 7 1/2" wide x 2 3/8" high	\$280 / \$630	\$265 / \$615
<b>Preferred Placement</b>		
Back Cover 7 1/2" wide x 4 7/8" high	\$675 / \$1025	\$625 / \$975
Inside Front / Inside Back Cover 7 1/2" wide x 10" high If bleed: 8 5/8" x 11 1/8"	NA / \$1150	NA / \$1100
<b>Professional Service Ads</b> (card style - black/white only) 3 1/2" wide x 1 1/2" high	<u>All six issues</u> \$360 annually, paid in advance	

Color ads: color separations and keys must be provided

## REQUESTED POSITIONS OTHER THAN COVERS

15% additional per insertion, applied to general rates listed above.

## TIP-INS/INSERTS

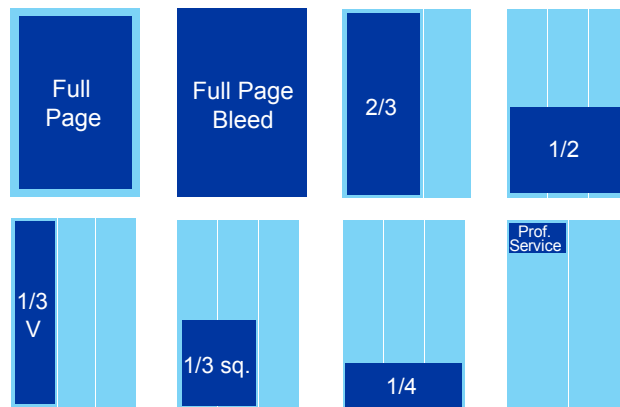
Available upon request. Call or email for pricing and further details.

## SCHEDULE & DEADLINES

Issue	Artwork Due
February	January 11
April	March 8
June	May 10
August	July 12
October	September 13
December	November 8

Contract is due 40 days prior to earliest selected issue month.

The magazine is published six times annually. Previous advertisements will be repeated according to contract unless new copy is received. No cancellations accepted after closing date.



## INFORMATION

### Ad Specifications

Electronic file formats accepted (pdf, jpg, eps, tif, doc) with 300 dpi. Files should be PC compatible in QuarkXPress, Adobe Illustrator, Adobe InDesign, Photoshop, MS word and Adobe PDF. Ads not meeting exact mechanical requirements will be returned.

**Send ads to: [albright@municipalauthorities.org](mailto:albright@municipalauthorities.org)**

**Line Screen:** 175

**Binding:** Saddle Stitched

### Copy and Contract Regulations

Publisher reserves the right to reject any advertisements not in keeping with publication standards. Advertisers and advertising agencies assume liability for all content, including text, representation and illustration of ads. Advertisers and advertising agencies also assume responsibility for any claims rising from ad content brought against the publisher. Publisher reserves the right to place the word "advertisement" with copy which represents "editorial type" advertising in the publisher's opinion. Contracts may be discontinued by publisher or advertiser upon 30 days written notice.

### Agency Information

Provided the account is paid within 30 days of original invoice date, 15% of gross billing for display advertising space, color and special position may be discounted. Agencies are required to submit THE AUTHORITY contract in addition to agency paperwork and insertion orders.

No commission on professional service ads or classified ads.

### Short Rates and Rebates

Advertisers will be short-rated if, within the 12-month period from date of insertion, they do not use the number of insertions contracted for upon which their billings have been based. Advertisers will be rebated if, within the 12-month period, they have used sufficient additional inserts to warrant a lower billing rate.

### Billing

All advertising invoices are due upon receipt. A penalty of 1.5% per month will be levied on all accounts delinquent past 30 days from the date of original invoice.

**THE AUTHORITY is the official publication of the Pennsylvania Municipal Authorities Association and is published for its members with a circulation of over 6,000.**