2020 MEDIA KIT is HERE!!

AUTHORITIES MAGAZINE ADVERTISING OFFERS EXCLUSIVE BENEFITS - SEE PAGE 2!!

BE INCLUDED ON AN ENHANCED PAGE ON PMAA'S WEBSITE DEDICATED TO ADVERTISERS, WITH A DIRECT LINK TO YOUR COMPANY'S WEBSITE!

THE AUTHORITY DISTRIBUTION IS MORE THAN 36,000 to PMAA MEMBERS AND PROSPECTIVE MEMBERS!

Contact: Terry Albright • albright@municipalauthorities.org • 717.737.7655
Readership/Circulation

The Authority is the official bi-monthly magazine of the Pennsylvania Municipal Authorities Association with a circulation of 6075 and is distributed in February, April, June, August, October and December.

The magazine features a variety of articles focusing on current industry issues, achievements and innovations in technology/practices and PMAA programs and activities as well as member news items and classified ads. Also included are legislative and regulatory updates that impact authorities and their communities.

Our readers are:

- Authority board members, managers, officers, operators and staff
- State Legislators and regulators
- PMAA Associate Members (attorneys, engineers, consultants and more)
- PMAA Board consisting of Directors, Assistant Directors & Executive Committee

When considering your marketing strategy for 2020, consider these facts:

- THE AUTHORITY is the only magazine in the state directly targeted to municipal authorities with a readership that includes manager and board members - the decision-makers and primary purchasers of your products and services!
- Each year, more than 36,000 copies of THE AUTHORITY is distributed to PMAA members and prospective members.

77 Years of Service

Since 1942, Pennsylvania Municipal Authorities Association has been the primary voice for authorities providing environmental infrastructure and other community services across the Commonwealth. Services provided by PMAA include advocacy on governmental affairs issues, education and training, and group benefit programs.

PMAA is the largest association in the Commonwealth specifically representing the interests of municipal authorities.
# 2020 Advertising Rates & Information

## GENERAL ADVERTISING RATES / SPECS

<table>
<thead>
<tr>
<th>Rate is per each issue:</th>
<th>if placing ad in 1-3 issues</th>
<th>if placing ad in 4-6 issues</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>7 ½&quot; wide x 10&quot; high b&amp;w / color</td>
<td>$695 / $1070</td>
</tr>
<tr>
<td></td>
<td>If bleed: 8 ⅛&quot; x 11 ¼&quot; b&amp;w / color</td>
<td>$650 / $1020</td>
</tr>
<tr>
<td>Two-thirds page (vertical)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>4 ⅞&quot; wide x 10&quot; high</td>
<td>$565 / $920</td>
</tr>
<tr>
<td>One-half page (horizontal)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>7 ½&quot; wide x 4 ⅞&quot; high</td>
<td>$455 / $800</td>
</tr>
<tr>
<td>One-third page</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Vertical 2 ¼&quot; wide x 10&quot; high</td>
<td>$350 / $710</td>
</tr>
<tr>
<td></td>
<td>Square 4 ⅞&quot; wide x 4 ⅞&quot; high</td>
<td>$300 / $670</td>
</tr>
<tr>
<td>One-quarter page (horizontal)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>7 ½&quot; wide x 2 ⅝&quot; high</td>
<td>$295 / $670</td>
</tr>
<tr>
<td>Preferred Placement</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Back Cover 7 ½&quot; wide x 4 ⅞&quot; high</td>
<td>$725 / $1080</td>
</tr>
<tr>
<td></td>
<td>Inside Front / Inside Back Cover 7 ½&quot; wide x 10&quot; high</td>
<td>$660 / $1025</td>
</tr>
<tr>
<td></td>
<td>If bleed: 8 ½&quot; x 11 ¾&quot; b&amp;w / color</td>
<td>$600 / $970</td>
</tr>
<tr>
<td>Professional Service Ads (card style - black/white only)</td>
<td>All six issues</td>
<td>$395 annually, paid in advance</td>
</tr>
<tr>
<td></td>
<td>3 ½&quot; wide x 1 ½&quot; high</td>
<td>$395 annually, paid in advance</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Issue</th>
<th>Artwork Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>January 10</td>
</tr>
<tr>
<td>April</td>
<td>March 9</td>
</tr>
<tr>
<td>June</td>
<td>May 11</td>
</tr>
<tr>
<td>August</td>
<td>July 13</td>
</tr>
<tr>
<td>October</td>
<td>September 14</td>
</tr>
<tr>
<td>December</td>
<td>November 9</td>
</tr>
</tbody>
</table>

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 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

**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.
## Your Advertising Information

<table>
<thead>
<tr>
<th>Company</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td></td>
</tr>
<tr>
<td>City</td>
<td>State</td>
</tr>
<tr>
<td>Contact Person</td>
<td>Phone</td>
</tr>
<tr>
<td>Fax</td>
<td>Email</td>
</tr>
</tbody>
</table>

Date: ____________________________  Authorized Signature: ____________________________

☐ Invoice Advertiser (Name if different than above)

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## Return completed contract and direct any questions to Terry Albright as follows:

Email: albright@municipalauthorities.org  Fax: 717.737.8431  Ph: 717.737.7655

Mail: The Authority, 1000 North Front St., Suite 401, Wormleysburg, PA 17043

A fillable contract is accessible through our website under Editor’s Corner→The Authority→Advertising

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## Ad Agency (if applicable)

<table>
<thead>
<tr>
<th>Company</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td></td>
</tr>
<tr>
<td>City</td>
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</tr>
<tr>
<td>Contact Person</td>
<td>Phone</td>
</tr>
<tr>
<td>Fax</td>
<td>Email</td>
</tr>
</tbody>
</table>

Date: ____________________________  Authorized Signature: ____________________________

☐ Invoice Agency (Name if different than above)

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## Space Reservation (rates on reverse side)

### Display Advertisers:

Select desired issues (✓):

- ☐ February
- ☐ April
- ☐ June
- ☐ August
- ☐ October
- ☐ December

### Standard Placement

- ☐ Full page
- ☐ 2/3 page
- ☐ 1/2 page
- ☐ 1/3 page square
- ☐ 1/3 page vertical
- ☐ 1/4 page

### Color

- ☐ black & white
- ☐ four color

### Preferred Placement

- ☐ Inside Front Cover (color only)
- ☐ Inside Back Cover (color only)
- ☐ Back Cover (b&w or color)

### Requested Positions

- ☐ add 15% to rate

Rate Total Per Insertion: ____________

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## Professional Service Advertisers:

(card style ad: 3½" w x 1½" h)

- ☐ $395 annually, paid in advance: (black & white ad in all six issues)
  - ☐ check enclosed  ☐ charge credit card listed below

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## Classified Advertising:

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

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## 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 ______