



Pennsylvania
Municipal
Authorities
Association

the AUTHORITY

2023 ADVERTISING CONTRACT | www.municipalauthorities.org

Your Advertising Information

Company _____ Website _____
 Address _____
 City _____ State _____ Zip _____
 Contact Person _____ Phone _____
 Fax _____ Email _____
 Date _____ Authorized Signature _____
 Invoice Advertiser (Name if different than above) _____

Return completed contract and direct any questions to Mandi Glantz as follows:
 Email: glantz@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 ◀

Ad Agency (if applicable) _____ Website _____
 Address _____
 City _____ State _____ Zip _____
 Contact Person _____ Phone: _____
 Fax _____ Email _____
 Date _____ Authorized Signature _____
 Invoice Agency (Name if different than above) _____

Space Reservation (rates on reverse side)

Display Advertisers:
 Select desired issues (✓): February April June August October December

<p>Standard Placement</p> <input type="checkbox"/> Full page <input type="checkbox"/> 2/3 page <input type="checkbox"/> 1/2 page <input type="checkbox"/> 1/3 page square <input type="checkbox"/> 1/3 page vertical <input type="checkbox"/> 1/4 page	<p>Color</p> <input type="checkbox"/> black & white <input type="checkbox"/> four color	<p>Preferred Placement</p> <input type="checkbox"/> Inside Front Cover (color only) <input type="checkbox"/> Inside Back Cover (color only) <input type="checkbox"/> Back Cover (b&w or color)	<p>Requested Positions (other than covers) <input type="checkbox"/> add 15% to rate</p>	<p>Rate Total Per Insertion</p> <p>_____</p>
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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)
 \$450 annually, paid in advance: (color 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

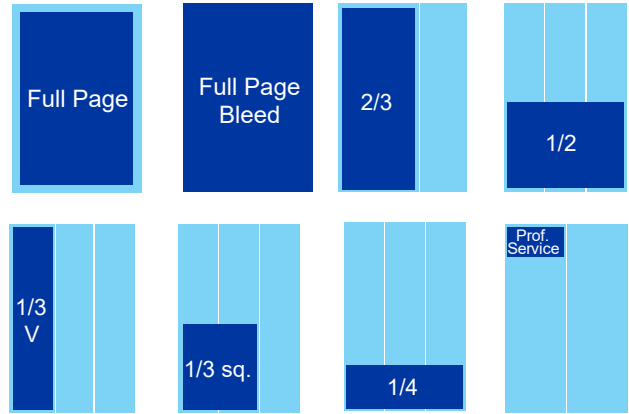
Payment/Remittance Information

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 _____

2023 Advertising Rates & Information

GENERAL ADVERTISING RATES / SPECS

	<i>Rate is per each issue:</i>	
	<i>if placing ad in</i>	<i>if placing ad in</i>
	1-3 issues	4-6 issues
	b&w / color	b&w / color
Full page 7 1/2" wide x 10" high If bleed: 8 5/8" x 11 1/8"	\$695 / \$1070	\$650 / \$1020
Two-thirds page (vertical) 4 7/8" wide x 10" high	\$565 / \$920	\$525 / \$890
One-half page (horizontal) 7 1/2" wide x 4 7/8" high	\$455 / \$800	\$410 / \$780
One-third page Vertical 2 1/4" wide x 10" high Square 4 7/8" wide x 4 7/8" high	\$350 / \$710	\$300 / \$670
One-quarter page (horizontal) 7 1/2" wide x 2 3/8" high	\$295 / \$670	\$280 / \$650
Preferred Placement		
Back Cover 7 1/2" wide x 4 7/8" high	\$725 / \$1080	\$660 / \$1025
Inside Front / Inside Back Cover 7 1/2" wide x 10" high If bleed: 8 5/8" x 11 1/8"	NA / \$1200	NA / \$1150
Professional Service Ads (card style) 3 1/2" wide x 1 1/2" high	<i>All six issues</i> b&w / color \$395 / \$450	
All professional card ads paid annually in advance		



INFORMATION

Ad Specifications

Electronic file formats, specifically print ready PDF file at 300 dpi, is preferred. We also accept (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: glantz@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.

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	December 15
April	February 1
June	April 1
August	June 1
October	August 1
December	October 1

Contract is due 45 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.

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.