Volume 80
2023 Media Kit

The Authority

Pennsylvania Municipal Authorities Association

2023 MEDIA KIT IS HERE!!

THE AUTHORITY MAGAZINE ADVERTISING OFFERS EXCLUSIVE BENEFITS - SEE PAGE 2!!

EACH ISSUE INCLUDES AN INTERACTIVE FLIPBOOK ON OUR WEBPAGE, LINKING TO ADVERTISER WEBSITES AND CONTACT EMAILS !!

THE AUTHORITY DISTRIBUTION IS MORE THAN 36,000 ISSUES ANNUALLY TO PMAA MEMBERS AND PROSPECTIVE MEMBERS!

Contact: Mandi Glantz ◆ glantz@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 over 6000 per issue 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

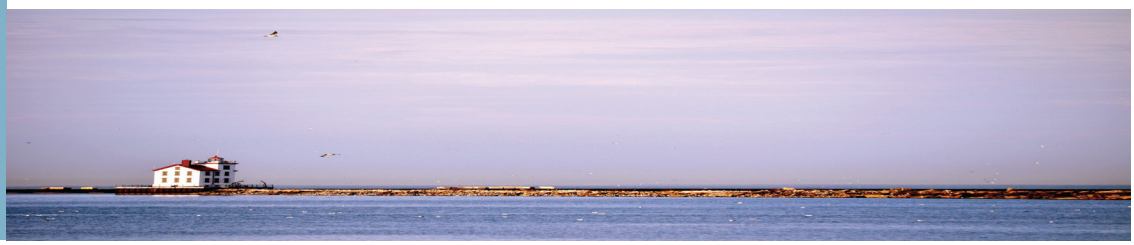
When considering your marketing strategy for 2023, consider these facts:

- 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.

80 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.



2023 Advertising Rates & Information

GENERAL ADVERTISING RATES / SPECS

Rate is per each issue:	*if placing ad in* **1-3 issues** **b&w / color**	*if placing ad in* **4-6 issues** **b&w / color**
Full page 7 ½" 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 ½" wide x 4 7/8" high	$455 / $800	$410 / $780
One-third page Vertical 2 ¼" wide x 10" high Square 4 7/8" wide x 4 7/8" high	$350 / $710	$300 / $670
One-quarter page (horizontal) 7 ½" wide x 2 3/8" high	$295 / $670	$280 / $650
Preferred Placement		
Back Cover 7 ½" wide x 4 7/8" high	$725 / $1080	$660 / $1025
Inside Front / Inside Back Cover 7 ½" wide x 10" high If bleed: 8 5/8" x 11 1/8"	NA / $1200	NA / $1150

Professional Service Ads **(card style)**	All six issues **b&w / color**
3 ½" wide x 1 ½" high	$395 / $450

All professional card ads paid annually 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.

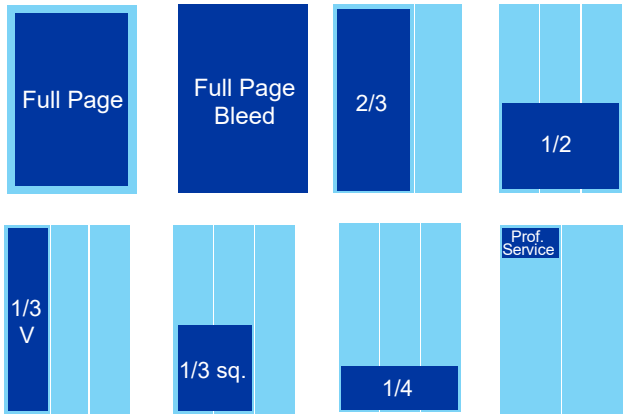
TIP-INS/INSERTS

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

SCHEDULE & DEADLINES

Issue	Artwork Due
February	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.



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.

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.

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

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

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 avialable)
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 _____