

2027 Media Kit

Increase Visibility with Industry Decision Makers!



THE AUTHORITY magazine is published bi-monthly with a distribution of more than **36,000** issues annually to PMAA members, industry leaders, product and service suppliers, and local and state government officials.

THE AUTHORITY is the only magazine in the Commonwealth directly targeted to municipal authorities with a readership that includes the authority manager and board members - the decision-makers and primary purchasers of your products and services!



Advertising Contact: Mandi Giantz, Director of Member Relations
giantz@municipalauthorities.org, (717) 737-7655 x160

2027 RATES, SPECIFICATIONS AND DEADLINES

THE AUTHORITY

OFFICIAL BI-MONTHLY MAGAZINE OF PMAA

THE AUTHORITY is the official bi-monthly magazine of the Pennsylvania Municipal Authorities Association (PMAA) with a circulation of over 5,000 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 and trends, best practices, achievements and innovations, as well PMAA programs and member news. Each issue contains legislative and regulatory updates that impact authorities and their communities.



Our readers are:

- Authority board members, managers, officers, operators and staff
- State legislators and regulatory agencies
- PMAA Associate Members (attorneys, engineers, consultants and more)
- PMAA Board Members (directors, assistant directors and executive committee)
- Industry leaders and experts



PMAA

Since 1942, the Pennsylvania Municipal Authorities Association (PMAA) has been the primary voice of community-based services representing the interests of more than 2,600 municipal authorities 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.



THE AUTHORITY Magazine

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Each year, more than 36,000 copies of THE AUTHORITY are distributed industry professionals and leaders.



Readership / Circulation

Do you have a great article idea? THE AUTHORITY is always looking for new content - share your best practices, technological innovations, latest project, and success stories. Contact Jennifer Case, The Authority Editor, at (717) 737-7655 x117 or case@municipalauthorities.org.



Committee Members

- Melissa Radovanic, Chair, Greater Johnstown Water Authority/RDM-Johnstown, LLC
Shana Constanzer, North Penn Water Authority
Timothy Hagey, Warminster Municipal Authority
Deanna Hassinger, Mifflin County Municipal Authority
Lindsay Hughes, Tapped In Public Relations
Matthew Junker, Municipal Authority of Westmoreland County
Kristen Rapp, Capital Region Water
Evan Ridington, Marsh McLennan Agency
Susan Sampson, Lehigh County Authority
Amy Schirf, Centre County Recycling and Refuse Authority
Michael Schober, PE, ARRO Consulting, Inc.
Sharon Tucker, Montgomery Township Municipal Sewer Authority
Jennifer Case, PMAA

Rate is per issue; member discount is noted in second line.

	<u>1-3 issues</u> b&w / color Member Discount	<u>4-6 issues</u> b&w / color Member Discount
Full Page 7.5" wide x 10" high If bleed: 8.625" x 11.125"	\$745 / \$1,145 \$708 / \$1,088	\$695 / \$1,095 \$660 / \$1,040
Two-thirds page (vertical) 4.875" wide x 10" high	\$605 / \$985 \$575 / \$936	\$562 / \$952 \$534 / \$904
One-half page (horizontal) 7.5" wide x 4.875" high	\$487 / \$856 \$463 / \$813	\$439 / \$835 \$417 / \$793
One-third page 2.25" wide x 10" high (vertical) 4.875" wide x 4.875" high (square)	\$375 / \$760 \$356 / \$722	\$321 / \$717 \$305 / \$681
One-quarter page (horizontal) 7.5" wide x 2.375" high	\$316 / \$717 \$300 / \$681	\$300 / \$696 \$285 / \$661
PREFERRED PLACEMENTS		
Back Cover 7.5" wide x 4.875" high	\$776 / \$1,156 \$737 / \$1,098	\$706 / \$1,097 \$671 / \$1,042
Inside Front/Inside Back Cover 7.5" wide x 10" high If bleed: 8.625" wide x 11.125" high	NA / \$1,284 NA / \$1,220	NA / \$1,231 NA / \$1,169
PROFESSIONAL SERVICE ADS (card style) 3.5" wide x 1.5" high All six issues; same artwork used		
All professional service ads paid annually in advance; professional service ads are for PMAA members only.		

REQUESTED POSITIONS

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



SCHEDULE AND DEADLINES

<u>Issue</u>	<u>Contract/Artwork Due</u>
February	December 1, 2026
April	February 1, 2027
June	April 1, 2027
August	June 1, 2027
October	August 2, 2027
December	October 1, 2027

Previous advertisement artwork will be repeated according to contract unless new copy is received by the deadlines above. Cancellations must be received in writing. No cancellations accepted after the closing date as listed for contracts.



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. Please do not include crop or bleed marks in files.

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.

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.

Member Discount

Discount is applicable for advertising placed by an entity who has at least one active membership with PMAA. If membership is terminated or dues are unpaid at the time of billing, full advertising rates apply.

Contracts due December 1, 2026 to be featured in the first issue of 2027.

Advertising Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____

Authorized Signature: _____ Date: _____

Contact Person for Invoice (if different than above): _____

Email (invoices sent electronically): _____



Return completed contract and direct any questions to:
Mandi Glantz at glantz@municipalauthorities.org or phone (717) 737-7655 x160
The Authority, 1000 North Front Street, Suite 101, Wormleysburg, PA 17043

Select Desired Issue(s):

☐ February

☐ August

☐ April

☐ October

☐ June

☐ December

Standard Placement:

☐ Full page

☐ 1/3 page square

☐ 2/3 page

☐ 1/3 page vertical

☐ 1/2 page

☐ 1/4 page

Color:

☐ black & white

☐ four color

Bleed:

☐ Yes

☐ No

Preferred Placement:

☐ Inside Front Cover (color only)

☐ Inside Back Cover (color only)

☐ Back Cover (b&w or color)

Member Discount:

☐ Active membership discount
(Discount rates noted on second line of rate sheet.)

Requested Positions (other than covers)

☐ add 15% to rate

Rate Total Per Insertion:

\$ _____

Payment:

☐ Please invoice after each issue in which ad appears.

☐ Please invoice for full year to be paid by check or credit card.



Professional Service Advertisers

Card style ad: 3.5" wide x 1.5" high

All professional cards must be paid in full prior to publication. Same artwork published in each issue.

☐ \$395 annually, paid in advance: (black & white ad in all six issues)

☐ \$450 annually, paid in advance: (color ad in all six issues)



Vendor participation shall not imply, nor be considered or presented as, an endorsement by PMAA of any service or product provided by the vendor. The Board of Directors of PMAA reserves the right, for cause shown, to disapprove an advertisement, or terminate an existing contract.