

Get noticed! Place your ad in our 2020 MEMBERSHIP DIRECTORY & 2019 CONFERENCE PROGRAM

THE MEMBERSHIP DIRECTORY

- ✓ circulates your ad to over 700 individual municipal authorities.
- ✓ gives your company tremendous exposure to the decision-makers you need to reach!
- ✓ used as a reliable source of products and services for municipal authority officials.
- ✓ exclusively references all PMAA active and associate members.
- ✓ published by PMAA, an association representing 76 years of service and benefiting nearly 2000 municipal authorities across the Commonwealth.
- ✓ mailed to PMAA members January 2020.



The official comprehensive
guide to navigate the
conference at Kalahari!



THE CONFERENCE PROGRAM

- ✓ features PMAA's 77th annual conference from A to Z!
- ✓ includes conference agenda, detailed session information, speaker and exhibitor information, award recipients AND your advertisement.
- ✓ distributed to and heavily used by all attendees throughout the entire conference – Sunday through Wednesday.
- ✓ advertisers are included in the conference app making it easy for attendees to link to your website.

Purchase a membership directory ad and conveniently place it in the conference program at a nominal cost.

An advertising contract defining rates and specifications for placing full or half page ads is on the following page.
Note: conference program advertising is available only in conjunction with directory advertising.

Advertisements must be received no later than **July 19, 2019**. However, we encourage you to complete and return the contract early for guaranteed space reservation. For additional information on either publication, contact:

Terry Albright, Advertising Administrator
albright@municipalauthorities.org ♦ 717.737.7655

MUNICIPALAUTHORITIES.ORG

2020 PMAA MEMBERSHIP DIRECTORY & 2019 CONFERENCE PROGRAM

Submit contract by 6/14/19 ♦ Submit ad by 7/19/19

Advertising Contract

Company _____

Contact name _____ Email _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ Web _____

Advertising agency name (if applicable) _____

Contact name _____ Email _____

Address _____

City, state, zip _____ Phone _____ Fax _____

(Ad agency, if applicable, will receive all correspondence and invoices, unless otherwise noted by advertiser)

Advertising Rates & Specifications

CHECK ONE PMAA Directory and Conference Program PMAA Directory only

2020 Directory Only (black & white rates)

Full page.....4 5/8”(W) x 7 1/8”(L).....\$295.00

Half page.....4 5/8”(W) x 3 1/2”(L).....\$245.00

2019 Conference Program (available only with purchase of directory ad)

+ \$95.00 to place same ad in conference program

+ \$75.00 to place same ad in conference program

Cover Positions: (full page ads only and must be 2, 3 or 4 color)

Back.....\$595.00 + \$150 per color*

+ \$125.00 to place same ad in conference program

Inside Front.....\$525.00 + \$150 per color*

+ \$125.00 to place same ad in conference program

Inside Back.....\$525.00 + \$150 per color*

+ \$125.00 to place same ad in conference program

*other than black

Advertisements not meeting exact mechanical requirements will be returned.

Conveniently
advertise in
2 publications!

Ad Specifications

Print-ready art (high resolution with 300 dpi) and electronic file formats accepted (pdf, jpg, eps, tif, doc). PC compatible files are preferred: Adobe InDesign, Adobe PageMaker 7.0, Adobe Illustrator, Photoshop, and MS Word. Send electronic ads to **Terry Albright** at: albright@municipalauthorities.org

Please complete all information and return signed contract and payment to address listed below to guarantee space reservation. (Send electronic ad now if available, or by July 19th deadline.)

Directory ad size _____ Directory ad rate \$ _____ (special position requests other than those listed add 15% to rate)

Ad enclosed _____ Conference program ad \$ _____ (\$75.00 half page, \$95 full page or \$125.00 cover positions)

Electronic ad _____ Total cost \$ _____
(send to albright@municipalauthorities.org)

Repeat 2019 ad _____ Method of payment
Checks payable to PMAA

Ad sent under separate cover _____ Card# _____ Exp. _____ Security code: _____



The Pennsylvania Municipal Authorities Association reserves the right to reject any advertisement not in keeping with the publication's standards. Advertisers and advertising agencies assume liability for entire contents of advertisement and assume responsibility for any claims arising from ad content brought against the publisher. A 15% agency commission may be deducted by advertising agencies. Advertising space is available on a first-come, first-served basis.

Authorized signature _____ Name in print _____ Date _____