

the AUTHORITY

2020

ADVERTISING CONTRACT

THE OFFICIAL BI-MONTHLY MAGAZINE OF



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 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 ◀

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
<input type="checkbox"/> Full page	<input type="checkbox"/> black & white	<input type="checkbox"/> Inside Front Cover (color only)	(other than covers)	_____
<input type="checkbox"/> 2/3 page	<input type="checkbox"/> four color	<input type="checkbox"/> Inside Back Cover (color only)	<input type="checkbox"/> add 15% to rate	
<input type="checkbox"/> 1/2 page		<input type="checkbox"/> Back Cover (b&w or color)		
<input type="checkbox"/> 1/3 page square				
<input type="checkbox"/> 1/3 page vertical				
<input type="checkbox"/> 1/4 page				

Professional Service Advertisers: (card style ad: 3 1/2" w x 1 1/2" h)
 \$395 annually, paid in advance: (black & white 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 _____

2020 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>
		<u>1-3 issues</u>	<u>4-6 issues</u>
		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 - black/white only) 3 1/2" wide x 1 1/2" high	<u>All six issues</u> \$395 annually, paid 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

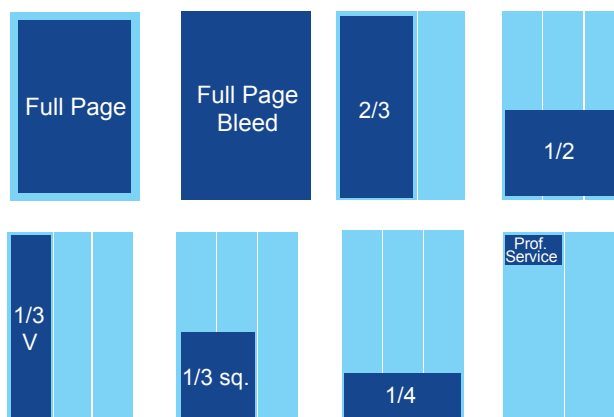
Available upon request. Call or email for pricing and further details.

SCHEDULE & DEADLINES

Issue	Artwork Due
February	January 10
April	March 9
June	May 11
August	July 13
October	September 14
December	November 9

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.