

# 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](mailto: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

- Full page
- 2/3 page
- 1/2 page
- 1/3 page square
- 1/3 page vertical
- 1/4 page

#### Color

- black & white
- four color

#### Preferred Placement

- Inside Front Cover (color only)
- Inside Back Cover (color only)
- Back Cover (b&w or color)

#### Requested Positions

- (other than covers)
- add 15% to rate

**Rate Total  
Per Insertion**

\_\_\_\_\_

#### 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>
		<b>1-3 issues</b>	<b>4-6 issues</b>
		<b>b&amp;w / color</b>	<b>b&amp;w / color</b>
<b>Full page</b> 7 1/2" wide x 10" high If bleed: 8 5/8" x 11 1/8"		\$695 / \$1070	\$650 / \$1020
<b>Two-thirds page</b> (vertical) 4 7/8" wide x 10" high	\$565 / \$920	\$525 / \$890	
<b>One-half page</b> (horizontal) 7 1/2" wide x 4 7/8" high	\$455 / \$800	\$410 / \$780	
<b>One-third page</b> Vertical 2 1/4" wide x 10" high Square 4 7/8" wide x 4 7/8" high	\$350 / \$710	\$300 / \$670	
<b>One-quarter page</b> (horizontal) 7 1/2" wide x 2 3/8" high	\$295 / \$670	\$280 / \$650	
<b>Preferred Placement</b>			
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	
<b>Professional Service Ads</b> (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

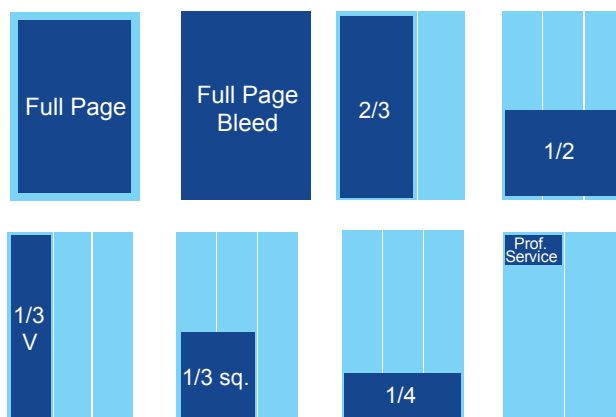
Available upon request. Call or email for pricing and further details.

## 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](mailto: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.**