

Pennsylvania Municipal League

M U N I C I P A L REPORTER

2020 Advertising Contract

*A publication of The League, Pennsylvania State Association of Township Commissioners (PSATC),
and the Association for Pennsylvania Municipal Management (APMM)*

***** Please fill out this contract carefully, and return it to the League office. *****

Company/Organization: _____

Company Contact: _____

Street Address: _____

City/State/Zip: _____

Telephone: _____ **Fax:** _____ **Email:** _____

Ad Agency (if applicable): _____

Agency Contact: _____ **Telephone:** _____

Reserve the following advertising space: Total Number of Insertions: _____ Size of Ad: _____

SPRING 2020

SUMMER/FALL 2020

WINTER 2020

Base Ad Charge Per Insertion	- 20% BLN/Associate Member Discount (off base ad charge)	+ Additional \$200 Color Rate Per Insertion	+ 15% Bleed Rate Per Insertion	+ 5% Position Rate Per Insertion	Total Amount Due Per Insertion	x Number of Insertions	Total Amount Paid Due (Invoice)	<input type="checkbox"/>
_____	_____	_____	_____	_____	_____	_____	_____	<input type="checkbox"/>

Ad Provided: email use current ad

Ad Copy Deadlines/Projected Mailing

Spring 2020 March 2, 2020late April
Summer/Fall 2020 July 1, 2020 late August
Winter 2020 November 2, 2020 late December

Professional Card Directory

Approximate Size - 3 3/8" x 1 1/2"
 Cost - \$440 annually (must be paid in advance)

Advertising Rates (bl/wh) – PER INSERTION

	1-2 issues	3 issues
Full page	\$620	\$588
2/3 page	\$535	\$504
1/2 page	\$415	\$390
1/3 page	\$320	\$300
1/4 page	\$270	\$252

Preferred Position Rates (bl/wh) – PER INSERTION

	1-2 issues	3 issues
Back Cover (2/3 page)	\$695	\$666
IFC/IBC	\$695	\$666

Special Rates and Color – PER INSERTION

Special positions other than covers – additional 5%
 Bleed – additional 15% (available on full page ads only)
 Color use up to four color (CMYK) – additional \$200
 Magazine is printed in CMYK

Mechanical Requirements

Provide electronic files (high resolution pdf preferred) via email (include fonts, photos, and graphics with file). If your ad includes color other than black, please provide file in CMYK. Line screen is 150.

	wide		deep	
Full page	7 1/2"	X	9 3/4"	image area
2/3 page	4 7/8"	X	9 3/4"	image area
1/2 page (horizontal)	7 1/2"	X	4 7/8"	image area
1/3 page (vertical)	2 1/4"	X	9 3/4"	image area
1/3 page (square)	4 7/8"	X	4 7/8"	image area
1/4 page	7 1/2"	X	2 3/8"	image area
back cover	7 1/2"	X	7	image area

Mailing Instructions

Send all advertising contracts, advertisements, and correspondence to:

Pennsylvania Municipal League
 Debbie Bitting, Director of Communications
 414 North Second Street
 Harrisburg, PA 17101
 717-236-9469, ext. *223 • FAX 717-724-1663
 email: dbitting@pml.org

➤ _____
 Authorized signature