

Pennsylvania Municipal League



Municipal Reporter

2021 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 Debbie Bitting at dbitting@pml.org. ***
The Municipal Reporter is produced as a digital interactive pdf and flipbook.**

Company/Organization: _____

Company Contact: _____

Street Address: _____

City/State/Zip: _____

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

Ad Agency (if applicable): _____

Agency Contact: _____ **Telephone:** _____

Date: _____

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

SPRING 2021

SUMMER/FALL 2021

WINTER 2021

Base Ad Charge Per Insertion	- 20% BLN/Associate Member Discount (off base ad charge)	+ 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 2021 March 1, 2021 early April
Summer/Fall 2021 July 1, 2021 early August
Winter 2021 November 1, 2021 early December

Professional Card Directory

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

Advertising Rates (full color) – PER INSERTION

	1-2 issues	3 issues
Full page	\$820	\$788
2/3 page	\$635	\$604
1/2 page	\$515	\$490
1/3 page	\$420	\$400
1/4 page	\$370	\$352

Preferred Position Rates (full color) – PER INSERTION

	1-2 issues	3 issues
Back Cover (2/3 page)	\$895	\$866
IFC/IBC	\$895	\$866

Mechanical Requirements

Provide electronic files (high resolution pdf preferred).

	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

Submission Instructions

Email all advertising contracts, advertisements, and correspondence to:
 Debbie Bitting, Director of Communications, at
dbitting@pml.org
 717-236-9469, ext. *223

Mail payment (checks with a reference to
Municipal Reporter Advertising) to:
 Pennsylvania Municipal League
 414 North Second Street, Harrisburg, PA 17101
 Attn: Accounting

Call Lisa Longenecker at 717-303-9152 to pay by credit card.

➤ _____
 Authorized signature