

The Authority

Pennsylvania Municipal Authorities Association



Don't Miss Your Opportunity to Get Connected to Industry Decision Makers!

The Authority magazine is published bi-monthly with a distribution of more than 36,000 issues annually to PMAA members, industry leaders, product and service suppliers, and local and state government officials.

A flipbook of each issue is available on the PMAA webpage, linking to advertiser websites directly from the pages of the issue.

Do you want to feature your firm in the magazine representing Pennsylvania Municipal Authorities? Advertising is available with many options to meet any budget.

Advertising Contact:

Mandi Glantz, Director of Member Relations
glantz@municipalauthorities.org, (717) 737-7655 x160

Readership / Circulation

The Authority is the official bi-monthly magazine of the Pennsylvania Municipal Authorities Association (PMAA) with a circulation of over 6,000 per issue and is distributed in February, April, June, August, October and December.

The magazine features a variety of articles focusing on current industry issues and trends, best practices, achievements and innovations, as well PMAA programs and member news. Each issue contains legislative and regulatory updates that impact authorities and their communities.

Our readers are:

- Authority board members, managers, officers, operators and staff
- State legislators and regulatory agencies
- PMAA Associate Members (attorneys, engineers, consultants and more)
- PMAA Board Members: directors, assistant directors and executive committee
- Industry leaders and experts

When considering your marketing strategy for 2024, consider these facts:

THE AUTHORITY is the only magazine in the Commonwealth directly targeted to municipal authorities with a readership that includes the authority manager and board members - the decision-makers and primary purchasers of your products and services!

Each year, more than 36,000 copies of THE AUTHORITY are distributed to PMAA members and prospective members.

82 Years of Service

Since 1942, the Pennsylvania Municipal Authorities Association (PMAA) has been the primary voice of community-based services representing the interests of more than 2,600 municipal authorities across the Commonwealth. Services provided by PMAA include advocacy on governmental affairs issues, education and training, and group benefit programs.

PMAA is the largest Association in the Commonwealth specifically representing the interests of municipal authorities.

Do you have a great article idea?

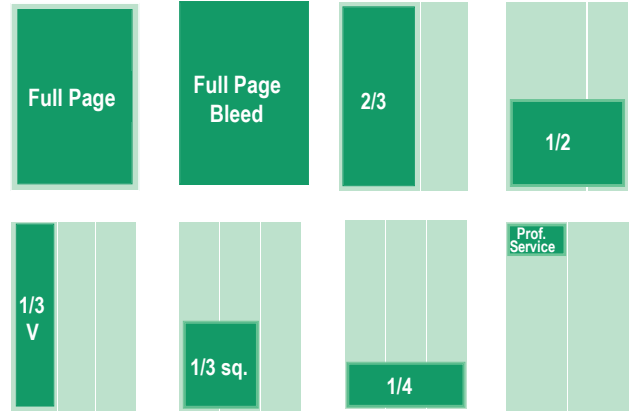
THE AUTHORITY is always looking for new content - share your best practices, technological innovations, and success stories. Contact Jennifer Case, *The Authority* Editor, at (717) 737-7655 x117 or case@municipalauthorities.org.

2025 Advertising Rates and Information

GENERAL ADVERTISING RATES / SPECS

Rate is per issue; member discount is noted on second line.

| | 1-3 issues b&w / color Mem. Discount | 4-6 issues b&w / color Mem. Discount |
|--|---|---|
| Full page 7 1/2" wide x 10" high If bleed: 8 5/8" x 11 1/8" | \$745 / \$1145 \$708 / \$1088 | \$695 / \$1095 \$660 / \$1040 |
| Two-thirds page (vertical) 4 7/8" wide x 10" high | \$605 / \$985 \$575 / \$936 | \$562 / \$952 \$534 / \$904 |
| One-half page (horizontal) 7 1/2" wide x 4 7/8" high | \$487 / \$856 \$463 / \$813 | \$439 / \$835 \$417 / \$793 |
| One-third page Vertical 2 1/4" wide x 10" high Square 4 7/8" wide x 4 7/8" high | \$375 / \$760 \$356 / \$722 | \$321 / \$717 \$305 / \$681 |
| One-quarter page (horizontal) 7 1/2" wide x 2 3/8" high | \$316 / \$717 \$300 / \$681 | \$300 / \$696 \$285 / \$661 |
| PREFERRED PLACEMENT: | | |
| Back Cover 7 1/2" wide x 4 7/8" high | \$776 / \$1156 \$737 / \$1098 | \$706 / \$1097 \$671 / \$1042 |
| Inside Front/Inside Back Cover 7 1/2" wide x 10" high If bleed: 8 5/8" x 11 1/8" | NA / \$1284 NA / \$1220 | NA / \$1231 NA / \$1169 |
| PROFESSIONAL SERVICE ADS (card style) 3 1/2" wide x 1 1/2" high | <u>All six issues; same artwork</u> b&w / color \$395 / \$450 | |
| All professional card ads paid annually in advance; professional cards are for PMAA members only. | | |



INFORMATION

Ad Specifications

Electronic file formats, specifically print ready PDF file at 300 dpi, is preferred. We also accept (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. Please do not include crop or bleed marks in files.

Send ads to: glantz@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.

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.

Member Discount

Discount is applicable for advertising placed by an entity who has at least one active membership with PMAA. If membership is terminated or dues are unpaid at the time of billing, full advertising rates apply.

REQUESTED POSITIONS OTHER THAN COVERS

15% additional per insertion, applied to general rates above.

TIP-INS/INSERTS

Call or email for pricing and further details.

SCHEDULE AND DEADLINES

| 2025 Issues | Contract/Artwork Due |
|--------------------|-----------------------------|
| February | December 1, 2024 |
| April | February 1, 2025 |
| June | April 1, 2025 |
| August | June 1, 2025 |
| October | August 1, 2025 |
| December | October 1, 2025 |

The magazine is published six times annually. Previous advertisements will be repeated according to contract unless new copy is received. All cancellations must be received in writing. No cancellations accepted after closing date as listed.

Advertising Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Person for Artwork: _____ Phone: _____

Email: _____ Website: _____

Authorized Signature: _____ Date: _____

Contact Person for Invoice (if different than above): _____

Email (invoices sent electronically): _____

Return completed contract and direct any questions to:
Mandi Glantz at glantz@municipalauthorities.org or phone (717) 737-7655 x160
The Authority, 1000 North Front Street, Suite 401, Wormleysburg, PA 17043

Space Reservation (rates on reverse side; member discount available)

All cancellations must be received in writing. No cancellations accepted after closing date.

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

Bleed

- Yes
- No

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

Member Discount

- Active membership discount
(Discount rates noted on second line of rate sheet.)

Rate Total Per Insertion: _____

Professional Service Advertisers: (card style ad: 3½" w x 1½" h)

All professional card ads must be paid in full prior to publication; same artwork runs in each issue.

- \$395 annually, paid in advance: (black & white ad in all six issues)
- \$450 annually, paid in advance: (color ad in all six issues)

Vendor participation shall not imply, nor be considered or presented as, an endorsement by PMAA of any service or product provided by the vendor. The Board of Directors of PMAA reserves the right, for cause shown, to disapprove an advertisement, or terminate an existing contract.

Payment/Remittance Information

- Invoice after each issue in which ad appears
- Pay full year by check or credit card
 Checks made payable to PMAA.
 Credit card may be provided; call (717) 737-7655 x160.