

# Pennsylvania Municipal League



## Municipal Reporter

### 2023 Advertising Contract

*The Municipal Reporter magazine is a digital publication of The League, Pennsylvania State Association of Township Commissioners (PSATC), and the Association for Pennsylvania Municipal Management (APMM). It is published six times a year.*

**\*\*\* Please fill out this contract carefully, and return it to Debbie Bitting at [dbitting@pml.org](mailto:dbitting@pml.org). \*\*\***

**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: \_\_\_\_\_

- February 2023     April 2023     June 2023     Aug. 2023     October 2023     December 2023

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"/>

**Ad Provided:**  email     use current ad

#### Ad Copy Deadlines

- February:** Infrastructure .... **January 1**
- April:** Municipal Finance ..... **March 1**
- June:** Equity & Civic Engagement ..... **May 1**
- August:** Community Development ..... **July 1**
- October:** Sustainability & Economic Vitality .... **September 1**
- December:** Public Health & Safety ..... **November 1**

#### Advertising Rates (full color) – PER INSERTION

	1-3 issues	4-6 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

	1-3 issues	4-6 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](mailto: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

Contact Susan Helms at [shelms@pml.org](mailto:shelms@pml.org) or  
717-236-9469, ext.\*228 to pay by credit card.

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Authorized signature