

# Pennsylvania Municipal League



## Municipal Reporter

### 2024 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 2024     April 2024     June 2024     Aug. 2024     October 2024     December 2024

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:** Human Services    **January 1**  
**April:** Diversity ..... **March 1**  
**June:** Livable Communities ..... **May 1**  
**August:** Leadership ..... **July 1**  
**October:** Civility ..... **September 1**  
**December:** Emergency Management ..... **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.

➤ \_\_\_\_\_  
 Authorized signature