

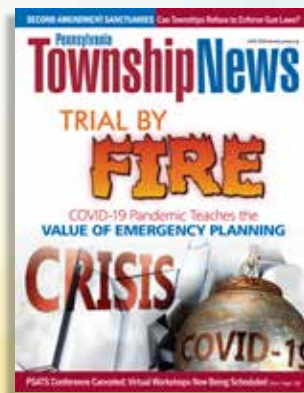
Pennsylvania TownshipNews

2021

ADVERTISING CONTRACT



The official monthly magazine of the Pennsylvania State Association of Township Supervisors
www.psats.org



THE BEST local government magazine in Pennsylvania

2021 Pennsylvania Township News Advertising Contract

YOUR INFORMATION Fill out this contract completely, make a copy for your records, and return this page to the address or fax number below.

Company _____ Address _____ City _____ State _____ Zip Code _____ Contact Person for Advertising _____ E-Mail Address _____ Office Phone with Area Code _____ Cell Phone with Area Code _____ (()) (()) Date _____ Contact Person for Billing (if different than person above) _____ E-Mail Address _____ Signature of contact person (Execution of this advertising contract signifies assumption of legal responsibility to pay for all advertising in accordance with the terms and conditions set forth herein) ▼	Advertising Agency (if advertiser has one) _____ Address _____ City _____ State _____ Zip Code _____ Contact Person at Agency _____ E-Mail Address _____ Telephone with Area Code _____ Fax with Area Code _____ (()) (()) Date _____ Contact Person for Billing (if different than person above) _____ E-Mail Address _____ Signature of Agency Representative (Execution of this advertising contract signifies assumption of legal responsibility to pay for all advertising in accordance with the terms and conditions set forth herein) ▼
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PAYMENT INFORMATION

Payment by:

- Invoice us mo. of publication. Invoice us for entire year.
- Bill my credit card for the full year of advertising now.
- Bill my credit card for each month my ad runs, upon publication.
- VISA MasterCard Discover
(We do **not** take American Express.)

Card Number _____
 Exp. Date ____/____/____ Three-digit security code _____
 Print name as it appears on card _____
 Credit card billing address _____
 City _____ State _____ Zip _____

Note: All checks should be payable to PSATS.

SPACE RESERVATION

Display Advertisers Only (Please fill in the appropriate information for the months you want to advertise.)

SEE EXAMPLE

ISSUE	AD SIZE	AD RATE PER INSERTION	COLOR COST (if applicable)	SPECIAL POSITION COST (IFC/IBC/BC if applicable)	TOTAL COST PER AD	NET COST PER AD (agencies only)
JAN	1/3 V	\$460	N/A	N/A	\$460	
JAN						
FEB						
MAR						
APR						
MAY						
JUN						
JUL						
AUG						
SEP						
OCT						
NOV						
DEC						

BILLING

(Display Advertisers — Please check one.)

- Bill Advertiser
- Bill Agency

Engineers, Solicitors, and Other Professional Card Advertisers

Note: All professional card space must be paid in advance.

- Please reserve one year's advertising space starting in the next available issue. Enclosed is our check for one full year of advertising. (See rates below.)
- We are a member of the Township Engineers or Solicitors Associations. Advertising rate: \$725 a year.
- We are an associate member.
- We are **not** a member of the Township Engineers or Solicitors Associations. Advertising rate: \$825 a year.
- Please send us information on how to become a member of:
 - Engineers Association
 - Solicitors Association

RETURN TO:

PSATS, 4855 Woodland Drive, Enola, PA 17025-1291
 Fax: (717)763-9732 Email: glinn@psats.org Phone: (717) 763-0930, ext. 127

CLIP HERE AND RETURN THIS PAGE TO THE ADDRESS BELOW



2021 Advertising Rates & Information

GENERAL ADVERTISING RATES PER INSERTION

Cost is for each month's insertion

1-3x 4-9x 10-12x

BLACK/WHITE:

Full Page (Trim size: 8³/₈" wide x 10⁷/₈" deep) \$ 990 \$ 915 \$ 850
No bleed 7" wide x 9³/₄" deep

Full bleed 8⁵/₈" wide x 11¹/₈" deep (no live matter within 1/4" on all sides)

Please note: If you want your ad to fill the entire 8³/₈" x 10⁷/₈" page, it must meet the "full bleed" measurements above. Otherwise, ads received that measure 8³/₈" x 10⁷/₈" will be reduced to meet printing requirements.

Two-Thirds Page \$ 820 \$ 775 \$ 745
Vertical 2-col.: 4⁵/₈" wide x 9³/₄" deep

One-Half Page \$ 670 \$ 635 \$ 590
Horizontal 3-col.: 7" wide x 4³/₄" deep
Island 2-col.: 4⁵/₈" wide x 7¹/₄" deep

One-Third Page \$ 460 \$ 420 \$ 395
Square 2-col.: 4⁵/₈" wide x 4³/₄" deep
Vertical 1-col.: 2¹/₄" wide x 9³/₄" deep
Horizontal 3-col.: 7" wide x 3¹/₂" deep

One-Sixth Page \$ 370 \$ 365 \$ 360
Horizontal 2-col.: 4⁵/₈" wide x 2¹/₄" deep
Vertical 1-col.: 2¹/₄" wide x 4³/₄" deep

Special Position

Back Cover \$ 1,245 \$ 1,190 \$ 1,125
Inside Front Cover/Inside Back Cover \$ 1,230 \$ 1,170 \$ 1,100

COLOR:

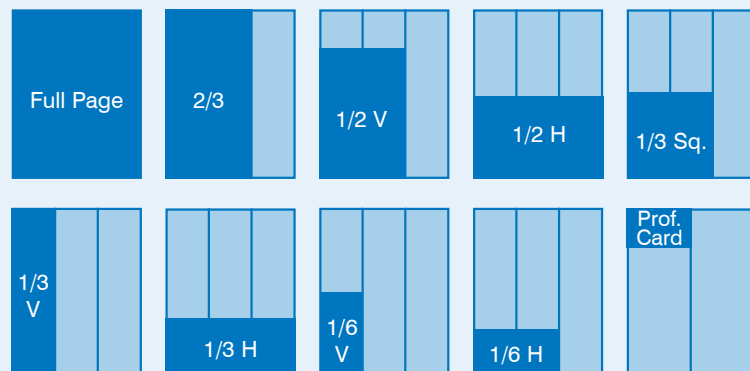
- \$395 per additional color (add to insertion cost above)
- 4-C rate is determined by adding \$1,185 (3 colors) to the regular black & white insertion rate above.

Full-page, 4-color ad \$ 2,175 \$ 2,100 \$ 2,035

PROFESSIONAL CARDS:

- \$825 a year, paid in advance (full year only)
- \$725 a year for members of the Pa. State Association of Township Engineers or Pa. State Association of Township Solicitors (\$100 discount)
- Dimensions: 3¹/₄" wide x 2¹/₄" deep

AD DIMENSIONS:



INFORMATION

Trim Size: 8³/₈" wide x 10⁷/₈" deep
(no live matter within 1/4" on all sides)

Type Page Size: 7" wide x 9³/₄" deep
(3 columns, each 2¹/₆" wide)

Line Screen: 175

Digital Ads: E-mail ad PDFs to glinn@psats.org.

Closing Date for Advertising: Six weeks before publication. No cancellations after closing date.

Bleed Charge: No charge.

Agency Commission: Fifteen percent of gross billing for display advertising space, color, and special position.

Billing: Advertisers may pay in advance or be billed monthly upon publication. Professional card advertisers must pay the full current rate in advance for one full year of advertising space. New advertisers must prepay the first ad insertion. Tearsheets will accompany all invoices. **Please pay by credit card or make checks payable to PSATS.**

Past-Due Accounts: All advertising invoices are payable within 30 days from the date of invoice. Delinquent accounts will be assessed a penalty of 1¹/₂ percent per month. Also, past due accounts may be subject to legal action. PSATS shall be entitled to recover all costs and attorneys' fees incurred in collecting on any past due accounts. The company and agency each agree to be jointly and severally liable for the payment of all bills and charges incurred for each ad placed on the company's behalf.

Contract Regulations: The publisher reserves the right to reject any advertisement not in keeping with the publication's standards. Advertisers and agencies assume liability for all content of the printed advertisement and for any related claims made against the publisher. PSATS reserves the right to cancel an advertising contract due to nonpayment.

Subscriptions: \$40 a year — All advertisers who advertise a **minimum of four times a year** receive a complimentary one-year subscription to the magazine.

Ad Rate Change: **Please note that ad rates are subject to change at any time.**

Questions: Call Executive Editor Ginni Linn at (717) 763-0930, ext. 127, or e-mail glinn@psats.org.

More Information

THE PENNSYLVANIA TOWNSHIP NEWS

Founded:	1948
Published by:	The Pennsylvania State Association of Township Supervisors
Readership:	<ul style="list-style-type: none"> ▪ Township supervisors, the elected governing officials of townships of the second class ▪ Township secretaries and managers ▪ Township road personnel ▪ Township solicitors ▪ Township auditors and tax collectors ▪ Township engineers ▪ Township public safety officials ▪ State and federal legislators ▪ State government officials and employees ▪ County commissioners ▪ Professional planners ▪ Zoning and code officials ▪ Emergency management and public safety personnel ▪ Others who take an interest in Pennsylvania local government
Circulation:	8,000
Frequency:	Published monthly, 1st of month

PSATS

Purpose:	The Pennsylvania State Association of Township Supervisors has been serving Pennsylvania's 1,454 townships of the second class since 1921. PSATS is committed to preserving and strengthening township government and securing greater visibility and involvement for townships in the state and federal political arenas.
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TOWNSHIPS OF THE SECOND CLASS

Number:	1,454
Population:	<p>Member townships govern 95% of Pa's land mass.</p> <p>81% of member townships have a population of 5,000 or less.</p> <p>44% of all Pennsylvanians—5.5 million—live in member townships.</p>
Governed by:	An elected board of three or five supervisors who serve both legislative and executive functions. A supervisor's term of office is six years, with elections held every other year. Townships may be home rule.

PSATS' ANNUAL CONFERENCE & TRADE SHOW

When:	April 18-21, 2021
Where:	Hershey Lodge
Exhibitors:	All <i>Pennsylvania Township News</i> advertisers are invited to exhibit at the Association's annual conference and exhibit show, the largest municipal show of its kind in Pennsylvania. We have both indoor and outdoor exhibit space available.
Attendance:	Close to 4,000 township officials from all over Pennsylvania.
Show hours:	Sunday, Noon - 5 p.m. Monday, 7:30 a.m. - 4 p.m. Tuesday, 7:30 a.m. - 1:30 p.m.
Booth fees:	Advertisers — \$1,475 per space (you must sign a 2021 ad contract committing to a minimum of \$800 in advertising in the <i>Pa. Township News</i>) Non-advertisers — \$2,050 per space
More information:	Our conference packet is mailed in December. To receive a packet, call PSATS at the number below. (<i>Booth fees and show hours are subject to change.</i>)

Become an Associate Member

To become an associate member of PSATS, go to www.psats.org and look for the "Associate Membership" link. Scroll down to access the Business Partner link to the membership form or online sign-up. Benefits include member subscription and training rates, a listing in the PSATS Local Government Marketplace online, and use of the PSATS logo in your *Township News* ads. Cost: \$200 a year

PENNSYLVANIA STATE ASSOCIATION OF TOWNSHIP SUPERVISORS

4855 Woodland Drive, Enola, PA 17025-1291
(717)763-0930 ▪ Fax: (717)763-9732 ▪ psats.org

David M. Sanko, Executive Director

 @PSATS

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 Pennsylvania State Association of Township Supervisors

