

2012 Advertising Rates

Black & White	10-12 issues per issue	7-9 issues per issue	4-6 issues per issue	1-3 issues per issue
Full Page (Full Bleed: 8 1/2" x 11") (No Bleed: 7" x 10")	\$670	\$720	\$760	\$780
2/3 Page (Vertical: 4 5/8" x 10")	\$550	\$590	\$625	\$640
1/2 Page (Vertical: 4 5/8" x 7 1/4") (Horizontal: 7" x 4 3/4")	\$475	\$510	\$535	\$545
1/3 Page (Vertical: 2 1/8" x 10") (Square: 4 5/8" x 4 3/4")	\$360	\$385	\$405	\$415
1/4 Page (Horizontal ONLY: 7" x 2 1/2")	\$300	\$320	\$335	\$340
1/6 Page (Vertical: 2 1/8" x 4 3/4") (Horizontal: 4 5/8" x 2 1/4")	\$215	\$230	\$240	\$245
Directory Cards				
Single (2 1/4" x 2 3/4")	\$620 for 1 year; \$990 for 2 years			
Double (2 1/4" x 5 1/2")	\$885 for 1 year; \$1495 for 2 years			
Preferred Position	10-12x <i>per issue</i>	7-9x <i>per issue</i>	4-6x <i>per issue</i>	1-3x <i>per issue</i>
Back Cover	\$920	\$990	\$1040	\$1060
Inside Front/Inside Back Cover	\$795	\$855	\$900	\$915
<p>Additionally, a 15% surcharge to space pricing will be added for any other special position requests.</p>				
Color				
<p>Color (other than black) is an additional \$200 per color per page. For example, a four-color ad (three colors plus black) is \$600 plus the space charge.</p>				
Inserts and Classifieds				
<p>Please contact the Editor for information about inserts and classifieds at 800-232-7722 ext. 12.</p>				

Ad Specifications

Electronic ads are preferred. Ads may be saved in Quark®, Illustrator®, Photoshop®, InDesign® and PageMaker® as .psd, .pdf, .eps, .indd or .tif files. Camera-ready slicks or laser printed copies are acceptable. Negatives are also accepted and should be right-reading emulsion down. A 150 line screen is preferred, but 133 line screen is accepted. For advertisers contracted for multiple ads, *Borough News* reserves the right to publish the most recent ad on file if an advertiser does not submit a new ad by the materials submission deadline.

Agency Information

Fifteen percent (15%) of gross billing for display advertising space, color and special position may be discounted provided the account is paid within 30 days of invoice date. Commission is not allowed on charges for backing up inserts, inserting or art services. Discount does not apply to “in-house” agencies; paperwork must be filed with, and paid by, agency.

If a *Borough News* contract is not received in addition to the insertion order or agency paperwork, the received documents will be used as the contract.

Short Rate/Rebate

Advertisers will be short-rated if, within the 12 month period from date of first 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 insertions to warrant a lower rate than that at which they have been billed.

Other Costs

Artwork submitted that does not conform to proper dimensions described in this rate card will have an additional 15% added to the space charge. A 25% charge will be added to any account that is taken to a collection agency.

Contract Regulations

Publisher reserves the right to reject any advertisement not in keeping with the publication's standards. Advertisers and advertising agencies assume liability for all content (including text, representation and illustration) of advertisement printed, and also assume responsibility for any claims arising therefrom made against the publisher.

Publisher reserves right to place the word “advertisement” with copy which, in the publisher's opinion, represents “editorial-type” advertising matter.

Contracts may be discontinued by advertiser or publisher upon six weeks written notice.

Misprints, Questions or Concerns

Ad misprints will be handled on a case-by-case basis by the Corporate Relations Coordinator and *Borough News* staff. Any questions or concerns can be directed to Suzi Weidenhof at 800-232-7722 ext. 30.

About *Borough News* - The Official Magazine of the Pennsylvania State Association of Boroughs

Founded in 2001, the monthly publication has a statewide circulation of over 6000. Its audience is elected and appointed government officials and other persons related to, and involved with, the many aspects of local government, including: borough councilmembers, borough managers, borough secretaries, treasurers, engineers, mayors, planning officials, police officers, codes officers, public works officials, zoning officials, solicitors, foremen, utility operators, recreation officials, commercial vendors, suppliers, educators and legislators.

The Pennsylvania State Association of Boroughs is the owner of *Borough News*.

Editorial Statement

Borough News is the official publication of the Pennsylvania State Association of Boroughs. It is written primarily for elected and appointed officials. The editorial content is directed toward meeting the educational and informational needs of borough government officials, particularly pertaining to the practical application of new administrative and program developments and legislative fundings to their boroughs. Feature stories and general articles should focus on local government trends, problems, opportunities, government theory and research, financial management, municipal management and administration, pending legislation, current laws and other related topics. *Borough News* is the forum that articulates the voice of Pennsylvania's borough government.