

2016 PASAE ADVERTISING RATES & SPECS

ADVANCE!

Advance!, published biannually by PASAE, is the only true magazine targeting national, regional and state associations that are based in Pennsylvania. Reach the decision makers responsible for association leadership, member services, meeting planning, communications, technology, and government relations.

Deadlines and Publication Dates:

Spring 2016

Ad and Contract Deadline: March 7, 2016

Publication Date: April 2016

Fall 2016

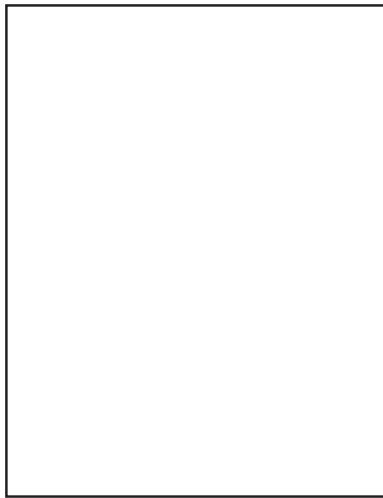
Ad and Contract Deadline: September 6, 2016

Publication Date: October 2016

Ad Specifications: High resolution JPGs and PDFs, 300 DPI or larger and 100% of the size

Ad Sizes and Rates:

Placement	Dimensions	One Issue		Two Issues	
		Black/White	Four-Color	Black/White	Four-Color
Back Cover	8.5" x 11"	\$1,500	\$2,000	\$2,700	\$3,700
Inside Front	8.5" x 11"	\$1,400	\$1,900	\$2,500	\$3,500
Inside Back	8.5" x 11"	\$1,300	\$1,800	\$2,300	\$3,300
Full Page	8.5" x 11"	\$685	\$1,185	\$1,170	\$2,170
Half Page	7.5" x 4.875"	\$425	\$925	\$800	\$1,800
Quarter Page	3.65" x 4.875"	\$335	\$835	\$530	\$1,530



FULL PAGE
8.5" x 11"



HALF PAGE
7.5" X 4.875"



QUARTER PAGE
3.65" x 4.875"

PASAE CONNECTION MONTHLY E-NEWSLETTER

The Connection is the monthly e-newsletter featuring PASAE news and events, as well as member accomplishments and important dates. The Connection lets association leaders gain knowledge in a fast and manageable way. Advertisements in the Connection include an ad with a link to the advertiser's site and a 250 word description.

Deadlines and Publication Dates:

Ad and Content Deadline: The 15th of the month before issue (Example: July 15, 2016 for August issue) - Max two issues

Publication on Dates: Monthly, January-December 2016

Ad Specifications: 125 pixels wide x 125 pixels tall

Rate: \$350 per issue

ONSITE PROGRAM ADVERTISING RATES:

Size	Dimensions	Black/White
Full Page	5" x 8"	\$500
Half Page	5" x 3.875"	\$350
Quarter Page	2.375" x 3.875"	\$250

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PASAE WEEKLY INSIDER E-NEWSLETTER 2016

- Insider Featured Property Ad - \$150 weekly
 - 580w x 375h - Feature your company with a single photo and 50 words of text that links to your website.
- Insider Banner Ad - \$75 weekly
 - 600w x 100h pixels

PASAE WEBSITE BANNER AD

- \$399 per month
 - 125w x 500h pixels

YOUR AD HERE!

PASAE INSIDER

In this week's Insider:

[Laurel Awards](#)
[Professional Development](#)
[Featured Property](#)
[Call for Articles](#)
[Mark Your Calendar](#)
[Important Dates](#)
[Career Opportunities](#)

Featured Property: Your Name Here

YOUR PHOTO HERE

Include a large photo and 50 words of text to highlight your property or service. This ad will link to the web address you specify.

[Learn More](#)

Contact

PASAE
500 North 12th Street, Suite 110
Lemoyne, PA 17043
717-614-4270

Stay Connected



Copy Regulations

1. Ads must be received electronically. Note: Separate charges will be assessed for any artwork prepared by the publisher.
2. PASAE reserves the right to place the word "advertisement" on any ad it believes to resemble editorial material.
3. All ads must match the sizes quoted or PASAE will assess an additional fee.
4. All advertising must meet insertion order and copy deadlines as set by PASAE.
5. In the event of an error on an advertisement for which the publisher is liable, PASAE's liability is to place the advertisement in the next available issue or mailing, or discount such portion of the cost of the advertisement, as publisher deems necessary.
6. PASAE reserves the right to refuse any advertisement which is not in accordance with its publishing guidelines or standards.

Payment Policies

1. Payment must be received prior to going to print.
2. Any approved balance is due within 30 days upon proof of publication.
3. Repeat advertising will not be carried if payment is not received within 60 days of publication.
4. Advertisers will be short-rated if, within the calendar year, they do not use the number of advertisements contracted for and upon which their billings have been based. Advertisers will be rebated if, within the calendar year, they have used sufficient additional advertisements to warrant a lower rate than that which they have been billed.
5. Cancellation of cover space is required 90 days prior to closing date. Advertisers who cancel any other space after closing date will be billed for space contracted. (Refer to Copy Regulations #5.)
6. Rates are effective through December 31, 2016.

Contractual Conditions

1. Contract must be fully completed and signed by the client, which assumes full liability for payments due relative to ads placed.
2. If bills are to be sent to agency for payment, authorized signature of advertising agency also required.
3. PASAE will return a contract form acknowledgement.
4. PASAE reserves the right to cancel advertising contract due to nonpayment of accounts 60 days past due.