

INSERTION ORDER FORM

2010 NET ADVERTISING RATES

	1X	3X	6X	12X
Full Page	\$1250	\$1125	\$1000	\$900
1/2 Page Island	\$850	\$800	\$750	\$650
1/2 Page (H or V)	\$700	\$650	\$600	\$525
1/4 Page	\$450	\$425	\$400	\$350
Marketplace	\$250	-	-	-
Two Page Spread	\$2000	\$1900	\$1800	\$1700
Inside Front Cover	\$1450	\$1325	-	-
Page 1 (Opposite Front Cover)	\$1450	\$1325	-	-
Inside Back Cover	\$1350	\$1225	-	-
Back Cover	\$1550	\$1425	-	-

PUBLICATION DEADLINES

- Publication Date is the first day of listed Publication Month.
- Ad Reservations due by the 1st of the month, 30 days prior to Publication Date.
- Ad Materials due by the 15th of the month, 15 days prior to Publication Date.

Payment Policy: Advertisers & advertising agencies are jointly responsible for payment of all insertions. Publisher will invoice the agency or advertiser after the publication has been mailed to the membership. Publisher will provide one tearsheet as proof of insertion. Payment must be received within 30 days of invoice or finance charges of 1.5% will be incurred. In the event that it becomes necessary for the Publisher, at its option, to place this agreement in the hands of an attorney or collection agency for debt collection, the advertiser agrees to pay attorney fees and all costs incurred by the Publisher.

The advertiser or the agency will bear full responsibility for withholding advertising materials that may violate any law, regulation or ruling of the Federal Trade Commission or infringe on any copyright, trademark or patent and shall defend, identify and hold harmless the Publisher from all third party claims on account thereof. Publisher reserves the right to reject any advertisement, photograph or illustration that is not deemed to be acceptable in keeping with standards of the publication.

I acknowledge upon signing this contract, that I have carefully read and accepted the terms, condition and policies of this contract. I further understand that any verbal agreements are not binding to this agreement.

Authorized Signature

Date

SPECIFICATIONS

BLEEDS

Bleeds for full page ads only. There are no additional charges for bleeds.

GUARANTEED POSITIONS

Add 25% to ad rates to guarantee position. Space and availability are limited.

CIRCULATION

PMTA Penntrux is published monthly and is distributed to over 2,500 industry professionals, legislators, and business executives.

DIGITAL FILE GUIDELINES

- All fonts embedded or included with native files
- All art must be CMYK, press ready
- Accepted files: InDesign(packaged), TIFF, EPS, High Res-PDF
- All fonts and graphics packaged with native files
- High res artwork (300 dpi pics, 133 line screen)

MECHANICAL REQUIREMENTS

Full Page	7.5 x 10
Full Page Bleed	8.625 x 11.25
Two Page Spread	17.25 x 11.25
1/2 Page Vertical	3.375 x 10
1/2 Page Horizontal	7 x 4.5
1/2 Page Island	4.5 x 7
1/4 Page	3.375 x 4.5
Marketplace	3.4437 x 2.2156

To place an ad, or for more information contact Terry Meade at 570-640-0839 or advertising@pmta.org.

NAME: _____

COMPANY: _____

ADDRESS: _____

CITY: _____ ST: _____ ZIP: _____

PHONE: _____ E-MAIL: _____

SIZE OF AD: _____ RATE: _____

MONTHS TO RUN: JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

PAYMENT METHOD: CREDIT CARD (MASTERCARD OR VISA ONLY) CHECK

CREDIT CARD #: _____ EXP. DATE: _____ SEC CODE _____

CARDHOLDER: _____ SIGNATURE: _____

MAKE CHECKS PAYABLE TO: NIEMCZYK HOFFMANN GROUP, INC.

I UNDERSTAND THAT PMTA DOES NOT GUARANTEE THE ORDER AND PAGE LOCATION OF ADVERTISEMENTS. ALL CONTRACTS ARE NON-CANCELABLE. PAYMENT IN FULL IS DUE WITHIN 30 DAYS OF PUBLICATION DATE.

RETURN TO:

MAIL: NIEMCZYK HOFFMANN (PUBLISHER), 117 PHILADELPHIA AVENUE, SHILLINGTON, PA 19607

EMAIL: Terry Meade at advertising@pmta.org

FAX: (610) 685-0916

QUESTIONS: (610) 685-0914