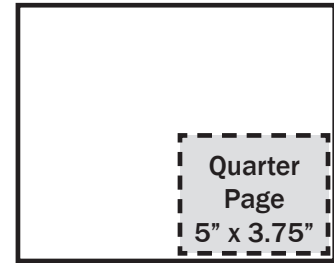
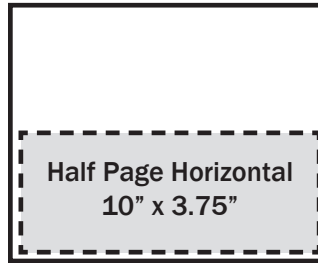
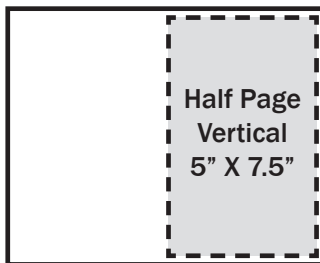


## NEWSLETTER ADVERTISING RATES

You must be a GFOA-PA member to advertise. Membership applications are available at [gfoapa.org](http://gfoapa.org)

	Single Issue Rate	Full Year (4 consecutive issues)
Half Page Horizontal 10" wide X 3.75" high	\$250	\$850
Half Page Vertical 5" wide X 7.5" high	\$250	\$850
Quarter Page (Vertical Only) 5" wide X 3.75" high	\$150	\$500



## NEWSLETTER ADVERTISING SPECIFICATIONS

Ad rates are quoted for color copy. Black & white can be substituted, but there will be no reduction in rates.

To qualify for quoted rates, ads must be submitted in final form using one of the following formats:  
 (Documents created on the MAC platform can only be accepted as a PDF.)

- High resolution TIF or JPG (Must be 300 dpi or higher.)
- PDF created in Acrobat Distiller, not PDF Writer. (Provide a high resolution PDF file and embed the fonts.)
- Camera-ready hard copy. (This will be scanned and reproduction quality cannot be guaranteed.)

Enlarging or reducing existing ads: For best results, submit ads that are properly sized. It is not possible to guarantee reproduction quality when enlarging or reducing existing ads, especially those that contain screens or photos. For optimal quality, digital ads must be at least 300 dpi. Camera-ready hard copy ads with screens or half-tones are especially prone to reduced quality when enlarged or reduced. GFOA-PA is not responsible for reproduction quality of an ad that is below standards.

Acceptance Terms for All Advertising:

- Ads are non-commissionable and the official insertion contract must be used
- Ads must be ready to use to receive quoted rates
- Any change in production of repeat or new ad copy may be subject to additional cost
- Payment due before ad is published
- No refunds granted for cancellation of ads after the stated deadline for publication

***Your advertising contact with GFOA-PA is Rachel Jarabeck.***  
**To place an ad or learn more about your marketing opportunities:**  
**Call: 814-357-9198 • email: [info@gfoapa.org](mailto:info@gfoapa.org) • [www.gfoapa.org](http://www.gfoapa.org)**

# Newsletter Advertising Contract

Advertiser \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Please add my name to the mailing list to receive information about the upcoming annual statewide conference.

**You must be a GFOA-PA member to advertise in *The Ledger*.  
 Membership applications are available on [gfoapa.org](http://gfoapa.org).**

LEDGER: FULL YEAR OF ADS (4 ISSUES) BEGINNING WITH THE \_\_\_\_\_ ISSUE

\_\_\_\_\_ \$850 – half page (horizontal or vertical) \_\_\_\_\_ \$500 – quarter page (vertical only)

LEDGER: ONE TIME AD: \_\_\_\_\_ WINTER \_\_\_\_\_ SPRING \_\_\_\_\_ SUMMER \_\_\_\_\_ FALL

\_\_\_\_\_ \$250 – half page (horizontal or vertical) \_\_\_\_\_ \$150 – quarter page (vertical only)

**DEADLINES:**

Winter – Reserve Space by December 1; Copy due by December 15 (Published January)

Spring – Reserve Space by March 1; Copy Due by March 15 (Published April)

Summer – Reserve Space by June 1; Copy Due by June 15 (Published July)

Fall – Reserve Space by September 1; Copy Due by September 15 (Published October)

Total Payment \$\_\_\_\_\_ GFOA-PA Federal ID #: 25-1693077

Please e-mail me a receipt when payment is processed.

**To Mail:** send check payable to GFOA-PA with contract to:  
 GFOA-PA, 174 Crestview Drive, Bellefonte, PA 16823-8516

**To Fax or Email:** send contract with credit card payment  
 noted to 814-355-2452 or [info@gfoapa.org](mailto:info@gfoapa.org).

Credit Card Information:  Visa  MasterCard

\_\_\_\_\_  
 Name on card (printed) Exp. Date

\_\_\_\_\_  
 Signature

\_\_\_\_\_  
 Account Number Security Code

**Ad Copy Will Be Submitted As Follows:**

\_\_\_\_\_ We will e-mail digital artwork to [info@gfoapa.org](mailto:info@gfoapa.org)

\_\_\_\_\_ We will mail camera-ready hard copy. (Call 814-357-9198 for mailing address.)

**Contract Regulations**

- 1) A contract must be completed and signed by all advertisers.
- 2) First-time advertisers must pay in full by the reservation deadline.
- 3) Payment for ads is required within thirty (30) days of billing.
- 4) Contents of ads are subject to approval. GFOA-PA reserves the right to reject or cancel any ad, insertion order, or space reservation at any time.
- 5) No political ads will be accepted.
- 6) The advertiser is responsible for correct advertisements including copy, and all claims and conditions printed in the ad.
- 7) Advertisements are positioned at the discretion of the editor, except where a specific position is purchased.
- 8) If copy is not received by the stated deadline, the ad will be canceled and the advertiser will be responsible for paying for the contracted space.
- 9) Cancellations or changes in specifications may not be made by the advertiser after the closing date to reserve space.