



American Planning Association  
**Pennsylvania Chapter**

*Making Great Communities Happen*

**2012 Advertising Rate Schedule**  
*The Vantage Point*

**Save 15%! Purchase Full Year**

**ADVERTISING RATES AND SPECS:**

<u>Ad Size</u>	<u>One Issue</u>	<u>Four Consecutive Issues*</u>
Full Page	\$325	\$1105
Half Page	\$275	\$935
Quarter Page	\$225	\$765
Business Card	\$175	\$595

Rates quoted for no-bleed, full color digital distribution, and black/white print distribution.

**\* Save 15%! Purchase ads for one full year (four consecutive issues).**

<u>Placement Dimensions:</u>	<u>Width</u>	<u>Height</u>
Full Page	7.75 inches	10 inches
Half Page	7.75 inches	4.75 inches
Quarter Page	3.5 inches	4.75 inches
Business Card	3.5 inches	2 inches

**Employment Ads**

Advertisements for employment opportunities are also accepted and billed according to the above rates and dimensions. Send press-quality 300 dpi PDF files to [sshermer@shermer-assoc.com](mailto:sshermer@shermer-assoc.com).

Organization Name \_\_\_\_\_

Address \_\_\_\_\_

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

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Authorized Signature \_\_\_\_\_

**ORDER INFORMATION:**

**Please indicate size and placement order:**

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> Full Page     | <input type="checkbox"/> One Placement | <input type="checkbox"/> <b>Four</b> Placements |
| <input type="checkbox"/> Half Page     | <input type="checkbox"/> One Placement | <input type="checkbox"/> <b>Four</b> Placements |
| <input type="checkbox"/> Quarter Page  | <input type="checkbox"/> One Placement | <input type="checkbox"/> <b>Four</b> Placements |
| <input type="checkbox"/> Business Card | <input type="checkbox"/> One Placement | <input type="checkbox"/> <b>Four</b> Placements |

Full payment of total four consecutive issue rates is expected upon placement of order or receipt of first billing. Issues of *The Vantage Point* are published quarterly. Questions, please contact us at 717-671-4510 or info@planningpa.org.

**PAYMENT INFORMATION:**

**Total Payment Due: \$** \_\_\_\_\_

Check enclosed: Make payable to PA Chapter of APA

Visa    MasterCard    Discover    AMEX

Credit Card # \_\_\_\_\_

Expiration Date \_\_\_\_\_

3 or 4-digit CVV2 code from the back of your card \_\_\_\_\_

**Name and Billing Address (if different from above):**

Name on Card: \_\_\_\_\_

Address: \_\_\_\_\_

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

**Cardholder Signature** \_\_\_\_\_

**Return completed form with payment to: 587 James Drive, Harrisburg, PA 17112-2273  
or FAX to 717-545-9247.**

Deadlines for submission may be found at [www.planningpa.org/services\\_newsletter.shtml](http://www.planningpa.org/services_newsletter.shtml).

<p><b>Return completed form with payment to:</b> PA Chapter of APA 587 James Drive Harrisburg, PA 17112-2273 Fax: 717-545-9247</p>	<p><b>Questions?</b> <b>Contact the Chapter Office at</b> 717-671-4510 info@planningpa.org</p>
--	--