

# PSTAP ADVERTISING AGREEMENT—PA ACCOUNTANT MAGAZINE

20 ERFORD ROAD, SUITE 200A · LEMOYNE · PA · 17043 · 1-800-270-3352

Company/Client Name \_\_\_\_\_ Date: \_\_\_\_\_  
 Contact Person \_\_\_\_\_ Telephone: \_\_\_\_\_  
 Address/City/State/Zip: \_\_\_\_\_  
 Email: \_\_\_\_\_ Website: \_\_\_\_\_

## Advertising Rates:

	1x	2x	3x	4x
Full Page	\$400	\$370	\$340	\$310
Half Page	\$300	\$280	\$260	\$240

Rates are for black and white ads; please add \$100 to each rate for color.

## Insertion Deadlines:

Issue	Deadline	Distribution
Spring	3/1	April/May
Summer	6/1	July/August
Fall	9/1	October/November
Winter	11/1	January

**Insertion Dates**— Please check applicable insertion dates and specify year.  
 Ad placement can be in multiple years.

- Spring** \_\_\_\_\_       **Summer** \_\_\_\_\_  
 **Fall** \_\_\_\_\_       **Winter** \_\_\_\_\_

## Rate Calculation

Number of Issues \_\_\_\_ x Rate/Issue \$ \_\_\_\_\_ = Total: \$ \_\_\_\_\_  
 (see chart above)

- Artwork Enclosed (Camera Ready)  
 Artwork Sent Electronically  
 Reuse Artwork from Previous Edition

## Payment Options

**Check Enclosed**      PSTAP  
 20 Erford Road, Suite 200A  
 Lemoyne, PA 17043

### Credit Card Payment

- Mastercard**    Exp. Date \_\_\_\_\_  
 **Visa**            Exp. Date \_\_\_\_\_  
 CVV Code: \_\_\_\_\_

Account # \_\_\_\_\_

Signature \_\_\_\_\_

## Display Ad Specifications & Terms

- Advertisements should be submitted as electronic files. High resolution PDF or TIFF are preferred. Camera-ready artwork will also be accepted.
- Send files to: Sherry DeAgostino at sherry@pstap.org.
- PSTAP reserves the right to reject, alter or refuse any advertising copy. No change will be made without prior consent of advertiser..
- Technical Specs: 70# gloss stock, 4/4 with full bleed, or black and white, 8.5x11 finished, self-cover, saddle stitch binding.
- Advertiser must submit ad copy at least 20 days prior to publication date.
- Payment must accompany this insertion order. Issue will be distributed to advertiser within seven days of publication.
- Advertisements are placed in the best position available. Specific requests can be made to 1-800-270-3352 but are not guaranteed.
- The Advertiser assumes full and complete responsibility and liability for the content of all advertising copy submitted for publication and shall indemnify and save the PSTAP harmless against any demands, claims or liability thereafter. Advertiser also shall reimburse the PSTAP any amounts paid in settlement of claims or in satisfaction of judgments obtained by reason of publication of such advertising copy including but not limited to attorneys fees.
- The Publisher shall not be responsible or liable for any damages to the Advertiser by reason of a failure to insert an advertisement because of fire, accident or other act of God or any other cause beyond the Publisher's control.