

# KEYSTONE TAP ADVERTISING CONTRACT

Please submit entire form or register online ([WWW.PRWA.COM](http://WWW.PRWA.COM))

The Keystone Tap is the official quarterly publication of PRWA. This magazine is published for its members with a readership of over 2,400. *Advertising in the Keystone Tap is an exclusive benefit to all Associate Members.*

## RATE SCHEDULE

*Please select your ad size below*

Full Color	1-3 Issues (Per Issue)	4 Issues
Business Card	<input type="checkbox"/> \$326	<input type="checkbox"/> \$1,107
1/4 Page	<input type="checkbox"/> \$406	<input type="checkbox"/> \$1,381
1/2 Page	<input type="checkbox"/> \$605	<input type="checkbox"/> \$2,057
Full Page	<input type="checkbox"/> \$878	<input type="checkbox"/> \$2,984

Back & Inside Cover Rates:	1-3 Issues (Per Issue)	4 Issues
Inside front or Inside back*:	<input type="checkbox"/> \$1,001	<input type="checkbox"/> \$3,403
Back Cover*:	<input type="checkbox"/> \$1,187	<input type="checkbox"/> \$4,036

*\*Please confirm availability before purchasing these options.*

*I would like you to run my ad in the following editions:*   ☐ Spring   ☐ Summer   ☐ Fall   ☐ Winter

**PRWA Member?** ☐ Yes   ☐ No *(If no, please add \$434 for the cost of Associate Membership Dues).*

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Company: \_\_\_\_\_ E-Mail: \_\_\_\_\_

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

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

Will another company/agency be submitting the artwork? ☐ Yes   ☐ No *(please see reverse for details about ad deadlines)*

If yes: Company: \_\_\_\_\_

Contact: \_\_\_\_\_ Email: \_\_\_\_\_

**Payment:** ☐ Check (Payable to PRWA)   ☐ Invoice Me

**Amount Due:**

*For security reasons, all credit card transactions must be processed through our website.  
If you prefer to pay via credit card, please visit [www.prwa.com](http://www.prwa.com).*

# KEYSTONE TAP ARTWORK REQUIREMENTS

## PRINT

### Artwork Sizes

Full Page (including inside front & back cover) .....	8.375" w by 10.875" h with .125" Bleed (Border)
Half Page Vertical .....	3.625" w by 9.875" h
Half Page Horizontal .....	7.375" w by 4.875" h
Quarter Page (Vertical Only) .....	3.625" w by 4.875" h
Business Card (Horizontal Only) .....	3.5" w by 2" h
Back Cover* .....	6.625" w by 10.875" h

### Artwork Format

Artwork will be accepted in the following formats:

PDF with fonts embedded, Tiff or EPS files, Adobe CS6 compatible files.

All advertisements must have a resolution of at least 300 DPI at 100% size.

Must use CMYK color format.

Artwork should be sent electronically for best results.

## DEADLINES FOR ADVERTISING

<u>Magazine Edition (Month Released)</u>	<u>Deadline for Submission</u>
Spring (March) .....	January 2, 2026
Summer (June) .....	April 3, 2026
Fall (September) .....	July 3, 2026
Winter (December) .....	October 2, 2026

### *Please Note:*

*Advertisements will be repeated according to contract when a new ad is not received by submission deadline.*

## Contracts & Artwork Submission

**Pattie-Jo Horner**

**Membership Coordinator**

Email: [KeystoneTap@prwa.com](mailto:KeystoneTap@prwa.com)

Phone: (800) 653-7792 ext. 110

Fax: (814) 353-9341

Completed Contract can also be sent via text message  
to (914) 800-0958.

THANK YOU FOR YOUR INTEREST IN ADVERTISING WITH