

KEYSTONE TAP ADVERTISING CONTRACT

Please submit entire form or register online (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	☐ \$326	☐ \$1,107
1/4 Page	☐ \$406	☐ \$1,381
1/2 Page	☐ \$605	☐ \$2,057
Full Page	☐ \$878	☐ \$2,984

Back & Inside Cover Rates:	1-3 Issues (Per Issue)	4 Issues
Inside front or Inside back*:	☐ \$1,001	☐ \$3,403
Back Cover*:	☐ \$1,187	☐ \$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 \$451 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.*

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 4, 2027
Summer (June)	April 2, 2027
Fall (September)	July 2, 2027
Winter (December)	October 1, 2027

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

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