



2012 Pennsylvania Bus Association Marketplace Tuesday, March 20, 2012

Marketplace Directory Ads, Article, Listings

PA Farm Show Complex Expo Hall • Harrisburg, PA

COMPANY: _____

Address: _____

Ad Agency (if applicable): _____

Contact Person: _____

Telephone: _____ Email: _____

✓	SIZE & DIMENSIONS		RATES –PBA Member		RATES – Non Member		TOTAL
▼ ADVERTISEMENT Type and Size							
			COLOR	Black/White	COLOR	Black/White	\$
<input type="checkbox"/>	BACK COVER	Full Page: 7.5"w x 10"h	N/A	N/A	N/A	N/A	\$
<input type="checkbox"/>	INSIDE FRONT COVER	Full Page: 7.5"w x 10"h	N/A	N/A	N/A	N/A	\$
<input type="checkbox"/>	INSIDE BACK COVER	Full Page: 7.5"w x 10"h	\$550	N/A	\$650	N/A	\$
<input type="checkbox"/>	Full Page	7.5"w x 10"h	N/A	\$245	N/A	\$345	\$
<input type="checkbox"/>	Half Page	7.5"w x 5"h or 3.5"w x 10"h	N/A	\$185	N/A	\$285	\$
<input type="checkbox"/>	Quarter Page	3.5"w x 5"h or 7.5"w x 2.5"h	N/A	\$120	N/A	\$220	\$
▼ ARTICLES and LISTING							
<input type="checkbox"/>	Full Page	7.5"w x 10"h		\$225		\$325	\$
<input type="checkbox"/>	Half Page	7.5"w x 5"h or 3.5"w x 10"h		\$185		\$285	\$
TOTAL DUE BY FEBRUARY 10, 2012							\$

► **HOW TO SUBMIT YOUR AD:** electronically in a **JPG format only** to tlinn@pabus.org. Company submitting ad is responsible for ad content.

► **ARTICLE INFORMATION:** Articles shall be **10 point font**, Black & White, in a Microsoft **WORD** format, fit in the dimensions outlined in rate box above. All articles should be emailed to tlinn@pabus.org.

► **ESTIMATED CIRCULATION:** 1,500 to Group Leaders, motorcoach companies and their tour planners, and all exhibitors

► **AD AGENCIES:** PBA does not offer discounted rates to ad agencies; the amount listed above is the amount due for placing an ad.

► **CANCELLATIONS:** Cancellations must be submitted in writing. Cancellations received prior to 12:00 pm **January 20, 2012** will receive a 75% refund; no refunds after 12:00 pm **January 20, 2012**. Failure to submit an ad or article by the deadline will not result in a refund unless cancelled prior to 12:00 pm **January 20, 2012**. PBA cannot be held accountable for cancellations not received – please verify receipt of a cancellation.

► **DEADLINE:** All ads and articles are due no later than **February 10, 2012** to adhere to Marketplace Directory printing schedule.

► **PAYMENT INFORMATION:** **Full payment must be submitted with form.**
NOTE: there is a 10% surcharge for a PBA non-member company requesting a 2012 Marketplace Ad or Article

[] Check enclosed for the full payment (plus 10% additional for non-members. Make check payable to the PENNSYLVANIA BUS ASSOCIATION

[] Charge Credit Card: ___ American Express ___ MasterCard ___ Visa I authorize you to charge the following amount (plus 10% for non-members): \$ _____

Credit Card Number: _____ Expiration Date on Credit Card: _____

Billing Address of Card: _____

Authorized Signature for Card _____ Date _____

**RETURN TO: Pennsylvania Bus Association • 4405 North Front Street; Harrisburg, PA 17110-1709
 FAX 717-236-1391 (credit card payments only; to assure receipt by PBA please confirm receipt of faxed forms)**

PBA USE ONLY:
 TOTAL DUE: \$ _____ Check # _____ Check Date: _____ Check Amount _____ Credit Card Approval: _____