



PENNSYLVANIA

Borough News

Get Connected.

Now, more than ever, businesses are looking to connect municipal officials to products and services they need to maintain and improve operational efficiency. Let the *Borough News* connect you to your next customer.

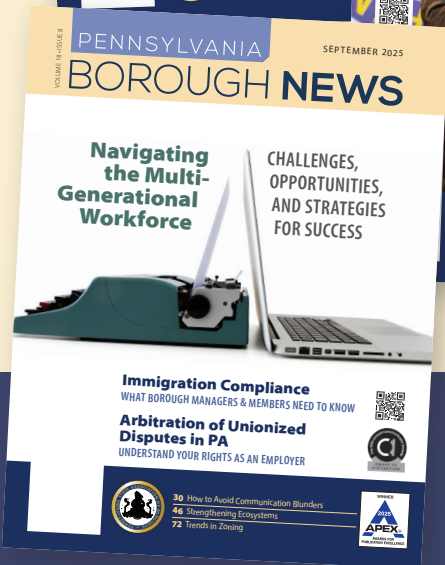


Available in print and digital format.



Who We Are.

The PA State Association of Boroughs (PSAB) represents over 10,000 elected and appointed officials in 954 boroughs. PSAB provides education, research and technical assistance, legislative advocacy, and cost-effective group programs to members.



Features and Topics Include:

- Budget & Finance • Community Development
- Governance • Labor & Employment • Grants
- Environmental News • Public Safety
- Recreation & Tourism • Technology
- Transportation & Infrastructure

2026 ADVERTISING CONTRACT

TO RESERVE AN AD, or for questions, contact Sarah with
Storytelling Marketing Communications at 717-836-2718
or manager@marketinggurus.biz.

2026 Borough News Advertising

Placement Choices	10 issues Rates Per Issue	6 issues Rates Per Issue	3 issues Rates Per Issue	1 issue Rates Per Issue
	Color	Color	Color	Color
Inside Front / Inside Back Cover Bleed: 8.625 x 11.25 / No Bleed: 7 x 10	<input type="checkbox"/> \$875	<input type="checkbox"/> \$1,075	<input type="checkbox"/> \$1,175	<input type="checkbox"/> \$1,275
Full Page Bleed: 8.625 x 11.25 / No Bleed: 7 x 10	<input type="checkbox"/> \$775	<input type="checkbox"/> \$975	<input type="checkbox"/> \$1,075	<input type="checkbox"/> \$1,175
2/3 Page Vertical: 4.625 x 10	<input type="checkbox"/> \$575	<input type="checkbox"/> \$775	<input type="checkbox"/> \$875	<input type="checkbox"/> \$975
1/2 Page Vertical: 3.25 x 10 / Horizontal: 7 x 4.75	<input type="checkbox"/> \$475	<input type="checkbox"/> \$675	<input type="checkbox"/> \$775	<input type="checkbox"/> \$875
1/4 Page Vertical: 3.25 x 4.75	<input type="checkbox"/> \$275	<input type="checkbox"/> \$475	<input type="checkbox"/> \$575	<input type="checkbox"/> \$675
1/8 Directory Card Horizontal: 3.5 x 2	<input type="checkbox"/> \$985 (rate includes submission of one B&W ad for 10 consecutive issues from starting month)			

Select Month(s)

Jan. Feb. Mar. Apr. May June Aug. Sept. Oct. Dec.

Classifieds and Subscriptions

Contact Rick Habacivch at rhabacivch@boroughs.org or 717-236-9526, Ext. 1049.

NOTE: Advertorials and inserts are not available for this publication. Advertising on boroughs.org is not available; however, advertising is available in the digital edition of Borough News.

PAYMENT INFORMATION

Please complete the attached ACH payment form.

Please note your ACH payment will come from Storytelling Marketing and Communications. Pay in full Pay per issue

CONTACT INFORMATION

(If billing contact is different than advertising contact, please complete billing contact information below.)

Business/Organization Name

Address City State ZIP

Contact Person Billing Contact Person

Contact Email Billing Contact Email

Contact Phone Billing Contact Phone

2026 Deadlines

Month	Ad Reservation Due Date <i>payment and graphic design submission</i>
January	10/29/25
February	11/26/25
March	1/2/26
April	1/29/26
May	2/26/26
June	3/24/26
August	5/28/26
September	7/1/26
October	7/29/26
December	10/2/26

Digital Advertising Enhancements

For existing print advertisers, we offer the opportunity to enhance the digital versions of your ads with interactivity!

Video/Audio
The audio/video option allows you to embed a sound or video clip directly into your ad. \$100 per issue

Interactive Links
Interactive links will allow readers to click on any of your linkable text or photos on your ad, including: social media sites, email, and phone. \$25 each per issue

Video/Audio x # _____ = Total: _____

Interactive Links x # _____ = Total: _____

Compare our
LOW RATES to
other industry
publications.

Discount options
available to
PSAB Business
Partners.

Notes: Rates listed are per issue. Ad space sold on a first-come, first-served basis. All ad sizes shown are in inches, width x height. Publication trim size is 8.5 x 11. Add 1/8" to all sides for bleed. Please note this publication is printed in cmyk/4 color, no spot colors permitted. All issues subject to change at editor's discretion. Advertisements contained in the magazine do not reflect endorsement of any product or service by *Borough News* or the Pennsylvania State Association of Boroughs. Contracting for advertisements will not influence editorial decisions. 4-color ad rates listed, deduct \$50 from rate for B&W ad. *Special pricing available to add color or change ad per issue for Directory Card.



Electronic Funds Transfer Authorization Form

→ **Business / Individual Name:** _____

Address: _____

Phone Number: (____) _____ - _____

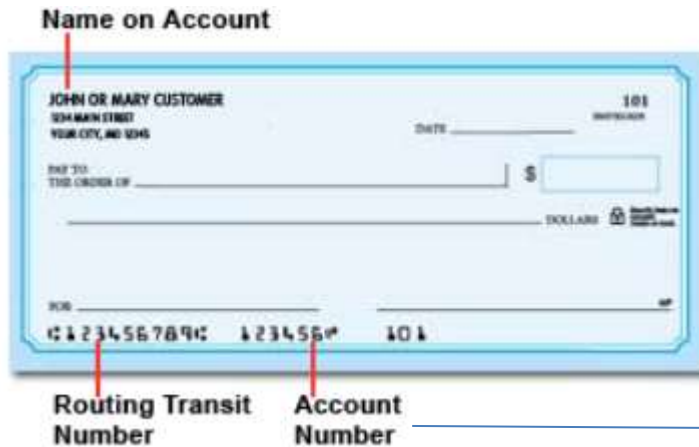
Email Address: _____

As a duly authorized check signer on the financial institution account identified below, I / We authorize **Storytelling Marketing Communications** to perform scheduled or periodic electronic funds transfer credits ____ and or debits ____ to our account identified below for payments due or when authorized for publications advertising.

Financial Institution: _____

Routing Number: _____

Account Number: _____



I / We understand and authorize all of the above as evidenced by my signature below.

AUTHORIZING SIGNATURE: _____ **DATE:** _____