Advertise your products and services to planners!

…in ***Massachusetts Planning***, *the Official Magazine of the Massachusetts Chapter of the American Planning Association*

Massachusetts Planning presents a focused opportunity for companies to promote their products and services to the planning community across Massachusetts and the region (APA-MA membership is 1,100+). This quarterly magazine, published in hyperlinked PDF format, includes Chapter news and feature articles on trends and important planning developments impacting the Commonwealth and the profession. Readers include municipal and regional planning officials, local land use commission members, economic development directors, academics, members of state agencies and non-profit organizations, real estate development teams, and others involved in the land use planning and management process. Planning consultants, land use attorneys, urban designers, civil engineers, natural scientists, software solution providers, and others will find *Massachusetts Planning* a valuable tool for branding their capabilities and reaching referral sources and future customers.

Advertising Contract

Please note the following advertising guidelines:

- Publication is 8-1/2 X 11, full color, and published in PDF format with hotlinks to advertiser websites. Typical issue is 16-20 pages.
- Advertisements must conform to one of the sizes below and should be submitted in digital file format (PDF best, though JPG, PNG or EPS also work), at a minimum 150 dpi at final size. Graphic design services are available at additional cost — please inquire!
- Ad copy and payment should be submitted by: December 1, March 1, June 1, September 1.
- Note that a significant discount (25%) is offered to vendors who pre-pay for a four-issue commitment (essentially: buy three ads, get the fourth for free!)

Size options	Dimensions*	Rate Per Issue**
❒ Full page	7-1/2" x 10"	$ 515.00
❒ 1/2 page	7-1/2" x 4-7/8"	$ 345.00
❒ 1/2 page	3-5/8" x 10"	$ 345.00
❒ 1/4 page	3-5/8" x 4-7/8"	$ 230.00
❒ 1/4 page	7-1/2" x 2-1/4"	$ 230.00
❒ 1/8 page	3-5/8" x 2-1/4"	$ 150.00

** All dimensions Horiztal x Vertical*
*** Four-time pre-paid run rewarded with a 25% discount*

Make an impression on our website!

Massachusetts Planning advertisers also have the exclusive opportunity for added exposure with the addition of your company logo (approx. 250 X 115 pixels), linked to your web-site, on our home page at www.apa-ma.org for an additional $275 per year. Make an impression on the 16,000+ who visit our website annually!

❒ YES, include my logo on the website when I advertise in the magazine ($275 per year)

PLEASE COMPLETE

Contact Name

Company Name

Street Address

City/State/Zip Code

Phone

Email

Web

Start date:

❒ Summer '25
❒ Fall '25
❒ Spring '26
❒ Summer '26

Number of runs _____
Rate per issue X $ _____
Minus 25% discount (only for pre-paid 4X run) – $ _____
TOTAL ENCLOSED: = $ _____

Signature _____ Date _____

➥ Please return completed contract, artwork, and payment (checks payable to "APA-MA") to…

APA-MA
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For inquiries and submissions, contact Jeff Mills:
Tel: (860) 454-8922 • jmcommunications@comcast.net

Learn more about APA-MA at www.apa-ma.org.