

## Make Amplifier an asset in your marketing with competitive ad rates

Amplifier is American Municipal Power’s flagship publication. This four-color, quarterly magazine is distributed to elected and appointed decision makers in AMP member communities, as well as to AMP consultants, vendors and officials of public power entities across the nation.

AMP is the Columbus-based nonprofit wholesale power supplier and services provider for 134 municipal electric systems and the Delaware Municipal Electric Corporation, in Smyrna, Del., a joint action agency. AMP member communities include 84 in Ohio, 29 in Pennsylvania, six in Michigan, five in Virginia, six in Kentucky, two in West Virginia, one in Indiana and one in Maryland.

Amplifier advances the interests of AMP and its member communities by providing positive technical and human

interest content covering a broad spectrum of industry topics. It helps keep its readers—including mayors, city managers, village administrators and utility superintendents—current on important industry trends.

One issue each year features AMP’s Annual Services Guide. About twice the page count of the other issues, the popular guide is referred to throughout the year by member community officials and AMP staff members.

As member municipalities continue to add new technologies to their array of services, the opportunity grows for advertisers to address a broad range of utility needs. Make Amplifier a key contributor to your marketing efforts.

### Display Advertising Rates

Please note: The rates below reflect the cost to purchase advertising space per issue.

Ad Size	Regular Rate	MEP Rate
<b>Back Cover</b>	<b>\$730</b>	<b>\$657</b>
<b>Inside front cover</b>	<b>\$690</b>	<b>\$621</b>
<b>Inside back cover</b>	<b>\$660</b>	<b>\$594</b>
<b>Full page</b>	<b>\$630</b>	<b>\$567</b>
<b>Island</b>	<b>\$530</b>	<b>\$477</b>
<b>2/3 page</b>	<b>\$480</b>	<b>\$432</b>
<b>1/2 page</b>	<b>\$380</b>	<b>\$342</b>
<b>1/3 page</b>	<b>\$280</b>	<b>\$252</b>
<b>1/4 page</b>	<b>\$230</b>	<b>\$207</b>
<b>Business card</b>	<b>\$130</b>	<b>\$117</b>

(Same rate applies to four-color and black & white ads.)

Current AMP Municipal Electric Partners (MEPs) get a 10 percent discount on ads, as reflected in the table above. To become an MEP or for additional information about the MEP program, contact Jodi Allalen at 614.540.0916 or [jallalen@amppartners.org](mailto:jallalen@amppartners.org).

### Deadlines

Closing date for space for the next edition of Amplifier is September 25. Artwork deadline is October 2.

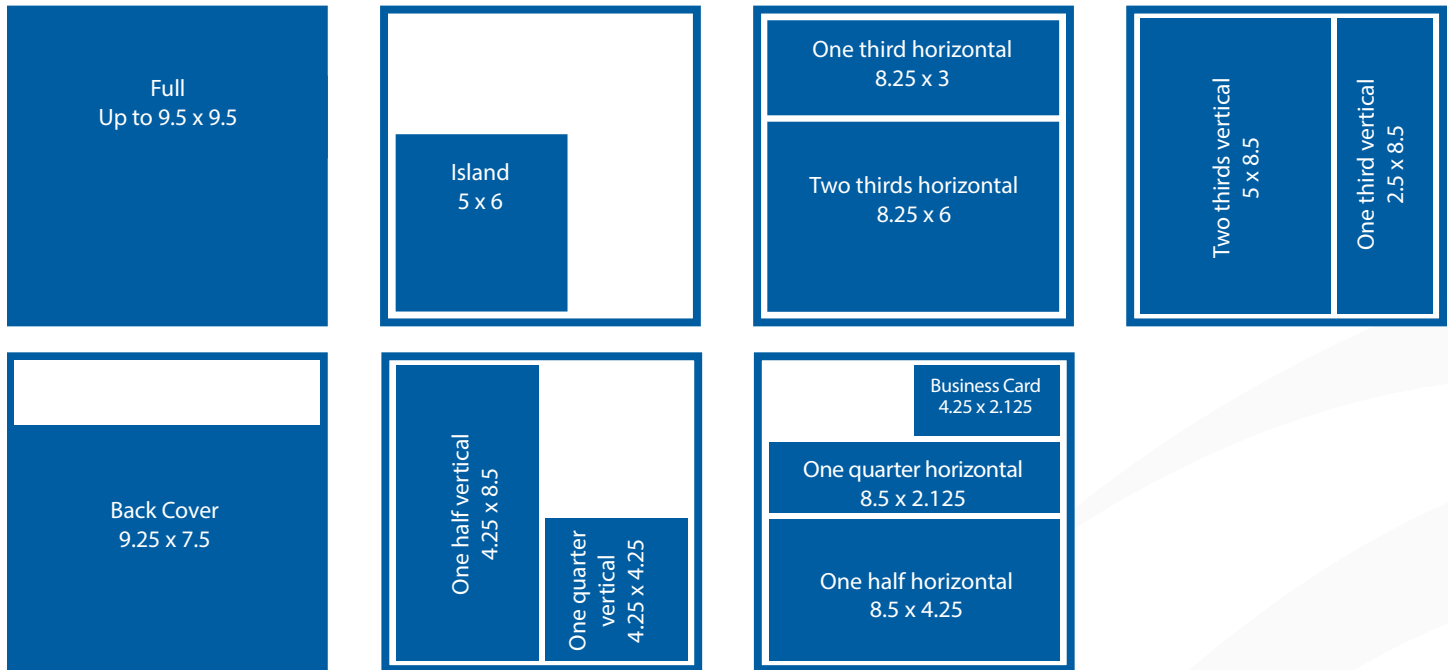
**A signed insertion order must accompany all ads. Please do not submit payment with an insertion order. AMP will mail an invoice.**

Art must be received within seven working days of the space reservation deadline.

Contact Holly Karg at [hkarg@amppartners.org](mailto:hkarg@amppartners.org) or 614.540.6407 if interested in multi-edition discount options.



# MECHANICAL SPECIFICATIONS



## Options

**Pantone® colors:** Add \$200 for each color.

**Inserts:** Will quote on request.

The rates quoted above are net; there is no provision for an agency discount. Agency fees should be added to the above rates if a gross rate is necessary.

## Materials

Art should be camera ready and all supplied halftones shot with a 130-line screen. All supplied negatives should be right reading, emulsion side down. We can accept electronic media in most formats, with TIFF, EPS and PDF files preferred. Ads, if not reversed or designed to stand alone, should be edged with a border.

## Production

AMP offers assistance in preparing or altering ads. Typesetting, illustrations, copy writing and layout services are available and will be charged to the advertiser at AMP's cost.

## Proofs

Proof corrections will be charged when they are the responsibility of the advertiser or its agency.

## Billing

AMP invoices for advertising and related costs. Billing for Amplifier advertising is net 30 days, payable directly to AMP, Inc.

## Acceptance

AMP reserves the right to reject any advertising or to require that the word "Advertisement" appear in any ad. The publication shall further be held harmless from any loss or expense resulting from claims or lawsuits for any reason.

## Additional Information

For questions or additional information, please contact Holly Karg at [hkarg@amppartners.org](mailto:hkarg@amppartners.org) or 614.540.6407.

## Shipping

Address insertion orders and materials to:

### **Amplifier Advertising**

**Attn:** Holly Karg

1111 Schrock Road, Suite 100, Columbus, OH 43229

**Email:** [hkarg@amppartners.org](mailto:hkarg@amppartners.org)

**Phone:** 614.540.6407

**Fax:** 614.540.1081

Payments for Amplifier advertising should be sent to AMP at the address printed on the invoice.



1111 Schrock Road, Suite 100, Columbus, OH 43229

Phone: 614.540.1111 · Fax: 614.540.1081

[www.amppartners.org](http://www.amppartners.org)



Advertiser \_\_\_\_\_

Address \_\_\_\_\_

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

Contact Person \_\_\_\_\_

Title \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

**AMP is authorized to insert advertisement(s) as indicated below.**

Ad size

- Full page
- Back cover
- Island
- Horizontal:  2/3 page  1/2 page  1/3 page  1/4 page
- Vertical:  2/3 page  1/2 page  1/3 page  1/4 page
- Full page inside front cover
- Full page inside back cover
- Business card

**Insertion orders for the next edition of Amplifier are due by Sept. 25.**

Colors (see Rate Card) \_\_\_\_\_

**Total Charges (taken from Rate Card)** \_\_\_\_\_

Municipal Electric Partners, be sure to include your 10% discount.

**AMP will invoice you for the amount noted in Total Charges above.  
Please submit the credit card information form or a check, made payable to American Municipal Power, Inc. to the address noted on the invoice.**

Advertising and production authorization

It is agreed that this order is subject to the terms and provisions of Rate Card and to written acceptance by AMP. I received a copy of the Rate Card and understand the terms and provisions therein. The Amplifier is authorized to produce type and artwork, and to do other work as necessary and to bill advertiser for the same. I am authorized by the above named advertiser to enter into this agreement and to place this order.

Signature \_\_\_\_\_

Title \_\_\_\_\_

Date \_\_\_\_\_

Contact: Holly Karg • Phone: 614.540.6407 • hkarg@amppartners.org  
1111 Schrock Road • Suite 100 • Columbus, Ohio 43229