



Pennsylvania Burglar & Fire Alarm Association

"United For The Security Of All"

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The Bellringer

Official newsletter of the Pennsylvania Burglar & Fire Alarm Association

Advertising Rate Information

2021		Twelve Issues Pay Total In Advance 10% SAVINGS	Six Issues Pay Total In Advance 8% SAVINGS	Four Issues Pay Total In Advance 5% SAVINGS	Individual Issues Pay Per Issue
Mechanical Size (Width X Height)					
1/8 Page	3.5" W x 2" H	\$605	\$304	\$209	\$55
1/4 Page	3.5" W x 5" H	\$1,265	\$635	\$437	\$115
1/2 Page	7.5" W x 5" H	\$1,980	\$994	\$684	\$180
Full Page	7.5" W x 10" H	\$3,190	\$1,601	\$1,102	\$290
Inside Cover	7.5" W x 10" H	\$3,520	\$1,766	\$1,216	\$320
Back Cover	7 1/2" x 7 1/2" H	\$3,850	\$1,932	\$1,330	\$350

About Our Publication

Size: 8 1/2" x 11" 12 to 24 pages
 Frequency: Published monthly – distributed electronically (via email broadcast in PDF format)
 Circulation: 800+ issues sent to members & non-members throughout Pennsylvania.

Special Issues: July (Annual Scholarship issue) August (Membership Directory issue)
 September (Annual Expo issue) October (Fire Prevention Month issue)
 November (ISC East issue)

Advertising Deadline: 15th of the month proceeding publication

Advertising Copy: Camera Ready or Electronic (PDF or JPG formats preferred) ...

Advertising Reservation Form

Size of Ad (*select one*) 1/8 page 1/4 page 1/2 page Full Page Back Cover

Ad Frequency (*select one*) 12 issues 6 issues 4 issues Individual Issue

Ad Run Cycle Beginning mm/yy: _____ to Ending mm/yy: _____

Ad Billing Frequency: Pay Total In Advance Pay Per Issue

Authorized By: _____ Date: _____

Company or Agent: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Send completed Advertising Reservation Form with Advertising Copy to the PBFAA address listed above.