

# Advertise with PASR

## Pennsylvania Association of School Retirees

**Our Mission: "To serve others in need and help one another enjoy retirement."**

**D**id you know that the Pennsylvania Association of School Retirees (PASR), founded in 1937, is the oldest and largest school retiree organization in Pennsylvania and the third largest organization of its kind in the United States. Currently, PASR has approximately 30,000 members.

Strictly a volunteer membership organization, PASR consists of, is governed by, and works exclusively to promote the interests and serve the needs of all persons who retired from the public schools of Pennsylvania. PASR works to improve the social and economic status of Pennsylvania's retired public school employees, support public education in our state, and encourage school retirees to provide volunteer service in their local communities.

About 70 PASR chapters are located throughout Pennsylvania, Florida, New Jersey, North Carolina, and the Delmarva area. Whereas our chapters and regions are our grassroots units, the heart of PASR is at the state level. PASR's elected officers and our administrative staff direct the activities of PASR on a daily basis. It is at this level that policies are established to guide regions and chapters; significant assistance and support is given to our chapters and regions to help them better meet the needs of our members.

PASR headquarters also serves as the hub for disseminating important information to all of our members.

Quarterly, the *PASR Newsletter* is published and mailed to the entire membership. Advertising space in these PASR publications is limited; thus, PASR exercises great discretion in the ads it will accept. Priority is given to advertisers who offer substantial benefits and/or discounts to the individual members of the association.

For more details on advertising with PASR, please contact the PASR Director of Communications Kimberly Taylor Carmo at (717) 697-7077, ext. 204 or via e-mail at [ktcarmo@pasr.org](mailto:ktcarmo@pasr.org).

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*Newsletter* December 2010  
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### PASR Members Support the Troops

**W**hile news from the front lines may have faded from the front pages of newspapers, the volunteer service provided by our troops and the sacrifices their families are making back home remain forefront in the minds of PASR members.

Beginning in 2008, the PASR State Community Service Committee launched a campaign to encourage PASR local chapters to conduct activities providing support for our military personnel serving overseas and/or their families back home here in Pennsylvania. Under the direction of State Chairman Tim Schlemmer from Berks County, the number of chapters conducting projects each year has steadily increased, as has the variety of service provided by the members of those chapters.

During the previous fiscal year, 44 of the 68 PASR in-state chapters submitting an annual activities report indicated that they conducted a special project or activity to support the troops and/or help military families. The participation in this endeavor by chapter members throughout the state is extraordinary, noted PASR President John Nye.

"When you consider the infinite number of potential projects and activities from which chapter members can choose and the great number of troops that chapter members were already doing to serve all sorts of people in their communities, it is very significant that over 60% of our chapters elected to take on new projects to benefit our troops overseas and their families at home," he said. "It is a strong testament to the patriotism of our members and the support and dedication we have for our annual focus project and their families."

In setting forth the challenge for PASR chapters to engage their members in activities to serve troops and their families, the State Community Service Committee did not limit chapters when they did. Instead, the Committee focused its efforts on educating region and chapter leaders about the wide variety of military support organizations and projects that were already in existence and with whom chapters could partner. The Committee also encouraged chapters to leverage their existing staff and assets of their members to develop their own projects, independent of other organizations, and served as a conduit for sharing information about what the chapters in each region were doing, thus giving chapters an ever expanding list of ways that members could render support to the troops and their families.

"I have observed over the many years that I have worked with our state committee that providing a wealth of ideas and options to chapters is important in specific directions to do this particular thing or that, always clear: greater participation by local volunteers and funds is better service, both in terms of quantity and quality," PASR Executive Director Richard Harkstad noted. "Also, using real and effective leaders who communicate well and who inspire others are keys to success. We are blessed in that Chairman Tim Schlemmer and the regional chair who work with him in the State Community Service Committee are such leaders. Just look at all that regional and local chapter members do!"

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### PASR Newsletter

#### Production Schedule

##### March 2017 issue

*Space Reservation:* February 24, 2017

*Content Due:* March 3, 2017

*Printed:* March 10, 2017

##### June 2017 issue

*Space Reservation:* May 26, 2017

*Content Due:* June 2, 2017

*Printed:* June 9, 2017

##### September 2017 issue

*Space Reservation:* August 25, 2017

*Content Due:* September 1, 2017

*Printed:* September 8, 2017

##### December 2017 issue

*Space Reservation:* November 21, 2017

*Content Due:* December 1, 2017

*Printed:* December 8, 2017

#### Rates (for either B&W or full-color ads)

Full page: \$1,000

Half page: \$500

Quarter page: \$250

#### Specifications

Full page: 9.5" x 14" (width by height)

Half page: 9.5" x 7" (width by height)

Quarter page: 4.75" x 3.5" (width by height)

Four-color process, no bleeds

#### General Advertising Policies

The *PASR Newsletter* is published quarterly by the Pennsylvania Association of School Retirees • 878 Century Dr., Mechanicsburg, PA 17055 • Phone: (717) 697-7077 • Fax: (717) 697-8742.

#### Charges

- All advertising is subject to publisher's approval.
- No cancellations are subject after content deadline.
- Payments are due within 30 days of being billed.
- Advertisers will be billed for all production charges incurred by publisher, if it is necessary to convert supplied ad to camera-ready format.

#### Preparing and Submitting Digital Ads

*Supported Software Applications:* QuarkXPress 8.1.6, Adobe Illustrator (CS4), and Adobe Photoshop (CS4) files in the Macintosh format. Please provide all accompanying digital art, clip art, scans, and images. PDFs are also accepted; however, they must be saved in a "press ready" format, with a minimum resolution of 300 dpi.

*Images:* TIFF, EPS, or press-ready PDF formats preferred. Grayscale and CMYK files must have a minimum resolution of 300 dpi. Line art or bitmapped images must be 1200 dpi—no less than 900 dpi. Please do not send images in RGB format.

*Fonts:* Please include all fonts (printer and screen). Do not use type smaller than 7 pt. size, and fine serifs should be avoided.

*Accepted Mediums:* E-mail • DVD • CD-ROM • USB drive

*Small Type and Hairlines:* Fine type and thin lines should be used sparingly and limited to black. If using reversed type, the font should be set in bold to assure readability, and reversed out of a color no lighter than 70% tint (preferably one color).

*Color:* All color, including Pantone (PMS) spot color, should be converted to four-color process (CMYK). PMS colors cannot be exactly matched or duplicated in four-color process printing. It is the responsibility of the persons submitting the ad to "color match" the PMS color to the nearest possible process/CMYK formula, converting the color from spot to process when saving the file.

*Proofs:* An approved laser print should accompany all submitted ads. Color proofs should be provided whenever possible with all colors indicated. Spot color may be indicated on a sample black and white laser proof.

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