

ADVERTISING OPPORTUNITIES

2009 AD RATES*

FOUR COLOR	1X	6X	11X
Full Page	\$2430	\$2270	\$2105
2/3 Page	2175	2105	1980
1/2 Page	1865	1705	1585
1/3 Page	1585	1455	1425
1/4 Page	1265	1070	1100

TWO COLOR	1X	6X	11X
Full Page	\$1960	\$1780	\$1625
2/3 Page	1780	1625	1505
1/2 Page	1425	1215	1100
1/3 Page	1100	935	855
1/4 Page	840	720	690

BLACK & WHITE	1X	6X	11X
Full Page	\$1710	\$1540	\$1395
2/3 Page	1505	1345	1220
1/2 Page	1135	935	810
1/3 Page	815	690	615
1/4 Page	615	570	445

*Price effective per insertion beginning January 1, 2009

Price per insertion based on number of insertions

Inside Front Cover: Advertising rate plus 15%

Inside Back Cover: Advertising rate plus 10%

Outside Back Cover: Advertising rate plus 20%

Special position: Advertising rate plus 10%

Bind-in cards: \$1,195 + \$325 insertion fee

All production costs for advertising that are not camera-ready will be passed to the advertiser. Fees for creation and production of black-and-white advertisements begin at \$110. Alterations: black and white \$60; color \$110. Advertisements failing to meet required advertising dimensions will be reformatted at a cost of \$110.

POLYBAG ADVERTISING:

Two examples of the promotional material must be submitted in advance to the publisher.

Deadline: complete stocks of materials are due at the printer one month preceding desired insertion date.

Location:

Cadmus Specialty Publications (Richmond)

Attn: A Morrison

2901 Byrdhill Road,

Richmond, VA 23228

Tel: (800) 234-2973

AVAILABLE FORMATS

PRINT DISPLAY ADS

Display ads are available in six standard sizes, and in four-color, two-color or black and white. Two-page spreads are charged at individual unit rates and count as two units for purposes of determining frequency.

OUTSERTS

Advertisers' custom promotional materials included in a polybag outsert with the *Foreign Service Journal* can be mailed directly to our reader for less than the cost of a postage stamp. This active promotion is the newest way for advertisers to reach our broad readership. Competitive price quotes are given upon submission of the promotional material. The fee charged is based on the number of units mailed. Polybag outserts may be mailed to the entire circulation, or only to active duty foreign service officers. Contact the Advertising Manager for more information.

BUSINESS REPLY CARDS

All BRCs must accompany a full-page ad. Contact the advertising manager for mechanical specifications and quantity required.

CLASSIFIED ADVERTISEMENTS

Classified \$1.40 per word (10-word minimum) and \$0.85 for bold type exceeding the first three words. A header, a box or shading are all available for \$11.00 each. Phone number, Zip code, permitted abbreviations (P.O. Box, SASE) all count as one word. A fee of \$10 is incurred for changes in the classified ad text. Submissions must be received in written form via e-mail or fax.

DEADLINES:

Space reservation: 20th of the month, five weeks prior to publication. Camera-ready art work: 25th of the month.

MECHANICAL SPECIFICATIONS

SPECIFICATIONS

Bleed size: 8.75" width x 11.5" height
 Trim size: 8 1/8" width x 10 7/8" height.
 Print area: 7" x 10".

Screen suggested: 150 lines per inch (min.). Bleeds should be exactly 1/8" (beyond trim). Acceptable material: Negatives, RRED (right reading emulsion down), repro proofs, computer generated camera ready art in QuarkXpress. Emulsion density should be in the range of 3.8 – 4.0. Four color maximum film dot density: Total must not exceed 280 – 300%. The *Journal* is not responsible for primary art work after publication. Production of black and white, two-color, and four-color ads is available. Please contact the advertising manager for specifics.

AFSA WEB PAGE INFORMATION

Advertising on our Web page pays off for our clients and benefits our readers by supplying crucial services. In addition, the Web is an advertising medium that cannot be ignored; some 48% of U.S. consumers shopped online in 2000, vs. 37% in 1999 and spending is increasing too.

Research shows that 70% of US adults use the Internet as an information source when shopping locally for products and services. Space is available for placement of Web site banners. Submissions should include a .gif file with logo and hyperlink. Animation is permitted.

BILLING, COMMISSIONS AND DISCOUNTS

BILLING AND LIABILITY

Advertisers are invoiced upon publication. In the event of non-payment for advertising space, advertisers and their agencies have dual liability to the American Foreign Service Association.

LIABILITY NOTICE

Advertisers and advertising agencies assume liability for the contents of advertisements printed and assume responsibility for any claims arising there from against the publisher.

COPY REGULATIONS

All advertising is subject to publisher's approval. Publisher reserves the right to reject any advertisement not considered suitable for publication.

COMMISSION AND DISCOUNTS

Bona fide advertising agencies receive 15% off gross insertion. 2% off net sale when payment accompanies insertion order. Commissions are not allowed on mechanical or binding charges.

CANCELLATION

Cancellation must be received in writing, 45 days prior to publication date. Changes in overall number of insertions may lead to adjustment in applicable rates. Any cancellations before contract expiration date will result in cancellation fee not to exceed rate of last insertion.

MAILING INSTRUCTIONS

Identify material by name of advertiser's *Foreign Service Journal* account. Send all contracts, correspondence to: Advertising and Circulation Manager, AFSA / *Foreign Service Journal*, 2101 E Street, N.W., Washington, DC 20037, fsjads@afsa.org, Tel: (202) 944-5507, Fax: (202) 338-6820. E-mail all art materials to: fsjads@afsa.org. Hard copy to 2101 E Street, N.W., Washington, DC 20037.

