

FOREIGN SERVICE JOURNAL

Web Media Kit



2011

The new AFSA Web site

GENERAL INFORMATION

NEW WEB SITE - NEW OPPORTUNITIES

The American Foreign Service Association (AFSA) is presenting an entirely new Web site with new features and better opportunities for members, visitors and advertisers. Alongside an easier navigation throughout the pages, the Web site covers the different fields of functions of the American Foreign Service Association: Member Services, Retiree Services, Scholarships, Students, the *Foreign Service Journal* and more.

The new Web Site, launched in February 2011 features expanded opportunities for advertisers as we will now be able to have **your banner posted on any content page throughout the site**. This is a first for the AFSA site and a major advantage to you. In addition to that we continued our Extended Stay, Property Management and Schools at a Glance charts with hyperlinks

When advertising on AFSA's Web site, we will place your ad on a suitable page and therefore you reach your desired target market. In addition, through the new and easier navigation throughout the site members and our visitors easily find what they are searching for and see your advertisement.

Advertising on our Web site pays off for our clients, and benefits our readers by supplying crucial goods and services to them. In addition, on the Web some 64%* of consumers have made a first purchase from a particular brand because of an online experience Web site, Web banner, or e-mail. Submissions should include a .GIF file with logo and hyperlink. Animation is permitted.

WHAT IS AFSA?

The American Foreign Service Association (AFSA), established in 1924, is the professional association of the United States Foreign Service. With 16,000 dues-paying members, AFSA represents over 28,000 active and retired Foreign Service employees of the Department of State and Agency for International Development (AID), as well as smaller groups in the Foreign Agricultural Service (FAS), U.S. & Foreign Commercial Service (FCS), and International Broadcasting Bureau (IBB).

AFSA's principal missions are to enhance the effectiveness of the Foreign Service, to protect the professional interests of its members, to ensure the maintenance of high professional standards for both career diplomats and political appointees, and to promote understanding of the critical role of the Foreign Service in promoting America's national security and economic prosperity.

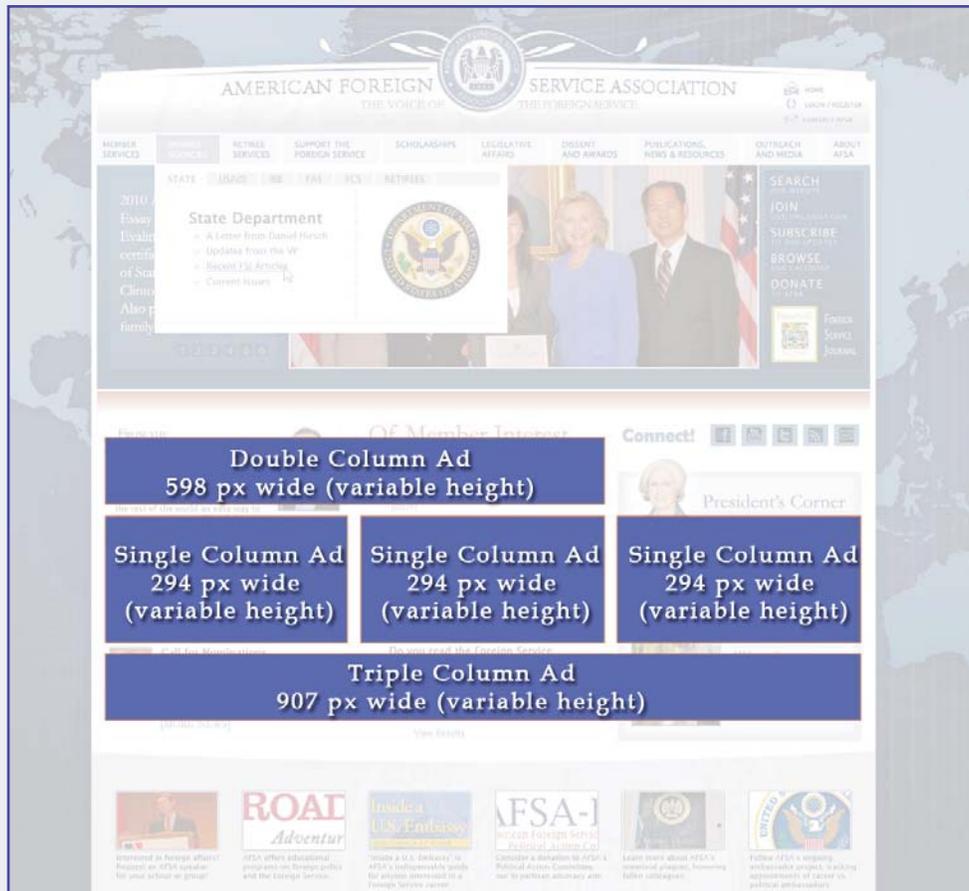
Among its various professional activities, AFSA publishes the monthly *Foreign Service Journal*. AFSA also offers an online edition of the *Foreign Service Journal* with a growing readership.



Click "Advertise With Us" for Online Resources

The new AFSA Web site

AD SPECIFICATIONS & RATES



GENERAL AD REQUIREMENTS FOR THE WEB:

- ◆ Files accepted: GIF, JPEG, Rich Media and Third Party Served ads.
- ◆ 30-second maximum for any animation.
- ◆ Creative with a white background must have a minimum 1-pixel border to differentiate ad from editorial content. FSJ reserves the right to give 24-hour notice prior to pausing a campaign if this specification is not met.
- ◆ No sound may be used.
- ◆ Up to 100K in polite download is allowed. Polite download is the portion of the ad that loads once content loads.

WEB SITE MONTHLY RATES:

	FSJ PACKAGE*			WEB ONLY		
	1x	6X	12X	1x	6X	12X
Single Column Ad	850	680	530	2,310	2,160	2,000
Double Column Ad	975	795	630	2,920	2,725	2,530
Triple Column Ad	1,215	910	740	3,400	3,180	2,950
Web Blow-in-Card	call for price			call for price		
Web Leader Board	call for price			call for price		

* Price of a Web product if also purchase a print ad in the Foreign Service Journal

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AFSA MEMBERS, VISITORS

STATISTICS OF THE CURRENT WEB SITE

Page requests per month:	615,610
Total visiting users per month:	75,699
Average visitors per day:	2,442
Average number of page requests per visit:	6.97
Visit duration longer than one minute:	21%

97% of *Journal* readers shop online!

Our readers use State Department Pouch mail at domestic mail rates to ship worldwide.

A UNIQUE AUDIENCE

The *American Foreign Service Association* reaches a unique audience of well-educated, affluent, influential, and mobile men and women. Our members include high-level U.S. government employees involved in foreign affairs, State Department officials, and federal foreign affairs agencies. These members are some of the nation's most influential professionals in high-profile positions abroad, and their lifestyle matches their influence.

A unique feature of our members and the visitors of our Web site is that they are mobile and spread out internationally.

A special part of our audience is students. Our statistics show that the pages on our Web site which are relevant for students are amongst the most popular ones. These pages target high-school and college students, for example with an essay-writing contest, or resources for the examinations for entering the Foreign Service.

HIGH-PROFILE READERSHIP

Journal readers are sophisticated consumers and savvy investors. According to our January 2010 survey, their average pre-tax household income is approximately \$123,000, while the average value of their financial investments reaches \$470,000. The average value of their homes is \$560,000. Overseas, our readers depend on professional services from real estate agents, stockbrokers and lawyers, among others, to maintain their interests back home. According to our latest survey nearly 73% of *Journal* readers have a postgraduate degree.

WE BRING OUR READERS AND ADVERTISERS THE WORLD

Abroad and at home, readers and their families see the AFSA We site as well as the *Journal* as a friend and a lifeline. They keep each issue of the *Journal* around the house for two months or longer.

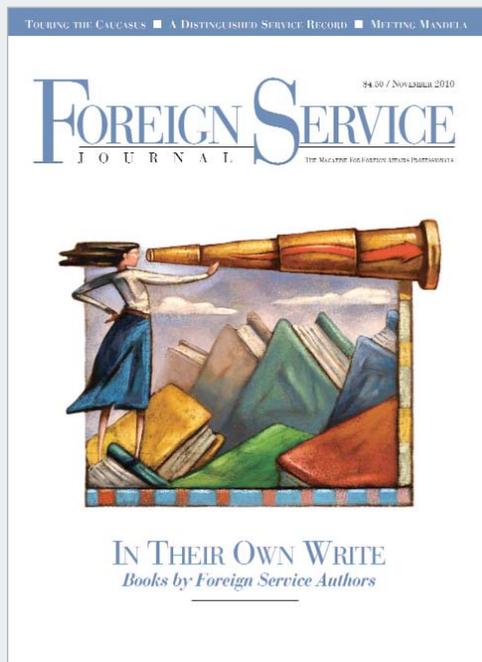
Usefulness of advertisements:

- ▶ 70% of our readers find our advertisements useful
- ▶ 62% of our readers visited a Website mentioned in an ad
- ▶ 40% found businesses that offer services they need

"I have used services advertised frequently, from apartment rental to professional services."

- Reader, *Foreign Service Journal*

THE Online FS JOURNAL



Published since 1924, the *Foreign Service Journal* (FS Journal) is the only magazine of foreign affairs written specifically for members of the U.S. Foreign Service.

The *Journal* has a circulation of 17,500 with a readership of 34,000. Along with active Foreign Service personnel and their families, our readers include retired diplomats, members of Congress, State Department officials and other foreign affairs professionals.

Our readers are influential, not only in the decisions they make, but also in the examples they set. They use their influence to promote U.S. interests and businesses abroad. *Journal* subscribers are highly mobile, normally spending one-third of their working lives in the United States and the balance at diplomatic and consular posts in more than 170 countries.

EDITORIAL CONTENT

Whether in the United States or abroad, our readers see the *Foreign Service Journal* as a lifeline to products and services that meet their needs. In promoting U.S. businesses, Foreign Service officers use a broad range of American products as symbols of U.S. excellence. With relatively little access to the U.S. television, radio and print media with which domestic consumers are deluged every day, readers depend on the *Journal* to deliver information about American products and services and the companies that provide them.

The *Foreign Service Journal* can deliver your message to every U.S. embassy and consulate, as well as deep into the State Department and other foreign affairs agencies.

The *Foreign Service Journal* is unique because of its vital mix of foreign affairs coverage and discussion of life inside the U.S. government. Employees turn to the *Journal* to find out what's going on with agency reorganizations, salaries, promotions, medical benefits or their children's schooling. It's not the government's voice: It's their voice.

The magazine's combination of foreign policy articles, opinion and humor pieces, tales of diplomatic life, book reviews and travel articles produces a balanced and lively read each month. It attracts writers of all kinds — veteran diplomats and experts from academia, think-tanks and Congress, as well as Washington journalists and freelancers.

Advertisers have been using the *Foreign Service Journal* for more than 80 years to reach this distinguished readership. They have found the *Journal* essential in marketing services such as automobiles, insurance, real estate, extended-stay housing and schools — or simply informing our diplomats of the global importance of their firms.

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REGULATIONS & CONTACT

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 content of advertisements printed and assume responsibility for any claims arising therefrom 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. 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 a cancellation fee not to exceed the rate of the last insertion.

MAILING INSTRUCTIONS

Identify material by name of advertiser's *Foreign Service Journal* account. Send all contracts, correspondence to: Ed Miltenberger, AFSA/*Foreign Service Journal*, **E-mail: miltenberger@afsa.org**

CONTACT:

For further information please contact:

Ed Miltenberger

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