Ad Specs

Bleed size: 8 5/8 x 11 1/8
Trim size: 8 3/8 x 10 7/8
1 page—live area: 7 3/8 x 9 7/8
2/3 page: 4 3/4 x 9 1/4
1/2 page island: 4 3/4 x 7 3/8
1/2 page horizontal: 7 3/8 x 4 3/4
1/3 page vertical: 2 1/4 x 9 1/4
1/3 page square: 4 3/4 x 4 3/4

2 page spread—
Bleed size: 17 x 11 1/8
Trim size: 16 3/4 x 10 7/8
Live area: 16 1/4 x 9 7/8

Perfect Bound

The **Journal** *of* FINANCIAL PLANNING accepts materials in the following formats:

- High-resolution PDF files.
- Mac native application files in the following programs: Quark, InDesign, Photoshop or Illustrator. All supporting fonts and graphics must be included.
- PC or Mac platform in EPS or TIF format (all fonts should be embedded or saved as outlines/paths).

Additional Production Requirements

- Image resolution is at least 300 dpi.
- Line art is at least 1200 dpi.
- All images are saved as CMYK. No RGB images.
- All live matter ¼" from trim.
- The status of all imported pictures is "ok."
- No ICC color profiles, OPI comments or nested EPS files.

Shipping Instructions—Files may be sent via CD-ROM, DVD or electronically, as long as hardcopy proofs are also shipped. For electronic data transfer, contact the advertising coordinator at Advertising@FPAnet.org when files are ready to be uploaded. Coordinator will provide login details.

Ship Material to

Journal *of* FINANCIAL PLANNING
Attn: Art Director
4100 E. Mississippi Ave., Ste. 400
Denver, CO 80246
800.322.4237, ext. 7309

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Telephone: 800.322.4237

Fax: 303.759.0749

E-mail: Advertising@FPAnet.org

www.FPAnet.org

Policy Terms and Conditions

FPA will not accept responsibility for ads not submitted in the electronic formats specified in the rate card.

FPA is not responsible for position requests not specified on the insertion order form and reserves the right not to honor requests unless a premium position charge is paid.

Advertisers will be short-rated if contracted space is not used within a 12-month period. Advertisers will be rebated if additional space is used that earns a lower frequency rate than specified in original contract.

Cancellations permitted until insertion deadline. Cover positions are guaranteed on a "till forbid" basis but may be canceled with 90 days written notice prior to insertion deadline.

The publisher reserves the right to reject any advertisement that does not conform to publication standards and to insert the word "advertisement" when, in the publisher's opinion, material resembles editorial material. Liability for all content and payment for advertisements will be assumed by the advertiser jointly with its agency.

All ads for first-time advertisers must be paid in advance of publication. Otherwise advertiser must pay in 30 days. All advertising is subject to 30-day terms from date of invoice unless pre-paid by check or credit card. Agency and member discounts may be voided if payment is not received within 30 days.

Agency discounts of 15 percent will only be given to recognized advertising agencies and in-house agencies that can show proof of operation as a separate entity. Maximum discounts allowed to advertisers shall be no more than 30 percent, including member discounts. Advertisers who are past due more than 30 days will not be allowed to run in the next issue until their account is paid in full. Advertisers who are 60 or more days past due will be put on a pre-payment program. Advertisers are responsible for their own errors or omissions in advertising materials provided.

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Journal of
FINANCIAL PLANNING
www.FPAjournal.org

2010 Rates & Production Specs

Effective January 1, 2010

Journal *of* **FINANCIAL PLANNING:** 2010 Rate Card

Display Advertising Rates *(gross)*

Ad Size	1x	3x	6x	9x	12x	18x	24x
Full Page B&W	$6,945	$6,588	$6,173	$6,021	$5,884	$5,630	$5,277
2/3 Page B&W	$5,909	$5,440	$5,236	$5,016	$4,843	$4,770	$4,476
1/2 Page Island B&W	$5,202	$4,777	$4,542	$4,553	$4,323	$4,197	$3,979
1/2 Page B&W (horizontal/vertical)	$4,668	$4,276	$4,026	$4,000	$3,903	$3,726	$3,565
1/3 Page B&W	$3,280	$2,960	$2,885	$2,880	$2,748	$2,602	$2,575
1/6 Page B&W	$2,423	$2,248	$2,160	$2,110	$2,003	$1,968	$1,938
Back Cover (includes 4 color)			$12,201		$11,465		
Inside Front Cover (includes 4 color)			$11,336		$10,605		
Inside Back Cover (includes 4 color)			$10,397		$9,669		

Color Rates **4 Color**–$1,270 **3 Color**–$893 **2 Color**–$690 **5th Color**–$1,466

Published monthly, 12 times per year. Frequency rates based on concurrent runs.

Classified Advertising Rates

Ad Size	1–5x	6–11x	12+x
1" x 1 column	$309	$281	$257
2" x 1 column	$596	$541	$501
3" x 1 column	$878	$815	$733

Color Rates **4 Color**–$110 **2 Color**–$83

Classified page format is 3 columns x 9 inches deep.
1 column width = 2.25"
Frequency rates based on concurrent runs.
4 color included on all classified insertions of 6x's or more.
Classified spec sheet available on request.

Special Supplements to **Journal** *of* **Financial Planning**

Supplement	Insertion	Materials	Size	Rates *(includes 4 color)*
Annuities in Financial Planning | April 2010	2/24/10	3/1/10	Full Page	$7,441
Trends in Investing | June 2010	4/19/10	4/26/10	2/3 Page	$6,460
FPA Denver 2010 | August 2010	6/24/10	6/29/10	1/2 Page	$5,912
Retirement Distribution Planning | December 2010	10/20/10	10/27/10	1/3 Page	$4,136
			1/6 Page	$3,441

FPA Conference *Daily Pulse* (October 11 and October 12, 2010) *(tabloid size maga-paper distributed to FPA Annual Conference attendees onsite)*	Insertion	Materials	Size	Rates *(includes 4 color and 2 insertions)*
	9/15/10	9/22/10	Full Page	$9,370
			Junior	$8,544
			1/2 Page	$6,890
			1/4 Page	$3,858

Deadlines and Editorial Focus

Issue	Insertion Deadline	Material Deadline	Distribution Date
Journal January	11/30/09	12/4/09	12/29/09
	Editorial Focus: Lessons from the Economic Downturn		
Journal February	12/30/09	1/4/10	1/26/10
	Editorial Focus: Education Planning		
Journal March	1/27/10	2/1/10	2/23/10
	Editorial Focus: Healthcare		
Supplement April	2/24/10	3/1/10	3/30/10
	Editorial Focus: Annuities in Financial Planning		
Journal April	3/3/10	3/8/10	3/30/10
	Editorial Focus: Estate Planning		
Journal May	3/30/10	4/2/10	4/27/10
	Editorial Focus: Portfolio Management		
Supplement June	4/19/10	4/26/10	5/25/10
	Editorial Focus: Trends in Investing		
Journal June	4/27/10	5/3/10	5/25/10
	Editorial Focus: Compliance/Regulation		
Journal July	6/2/10	6/7/10	6/29/10
	Editorial Focus: Retirement		
Supplement August	6/24/10	6/29/10	7/27/10
	Editorial Focus: FPA Denver 2010		
Journal August	6/30/10	7/6/10	7/27/10
	Editorial Focus: Practice Management/Marketing		
Journal September	7/28/10	8/2/10	8/24/10
	Editorial Focus: Technology		
Supplement October	9/15/10	9/22/10	10/10/10 10/11/10
	Editorial Focus: The Daily Pulse		
Journal October	9/1/10	9/6/10	9/28/10
	Editorial Focus: Trends in Financial Planning		
Journal November	9/28/10	10/4/10	10/26/10
	Editorial Focus: Tax Planning		
Supplement December	10/20/10	10/27/10	11/23/10
	Editorial Focus: Retirement Distribution Planning		
Journal December	10/27/10	11/1/10	11/23/10
	Editorial Focus: Behavioral Finance/Client Psychology		