



MEMBER

2019

THE **FOREIGN SERVICE** JOURNAL

The Foreign Service Journal is a publication of
The American Foreign Service Association (AFSA)
2101 E St NW, Washington, DC 20037
(202) 944-5507

WHY ADVERTISE WITH US?

REACH FOREIGN POLICY DECISION-MAKERS!

With a circulation of more than 17,000, *The Foreign Service Journal* extends your reach to 35,000+ active duty and retired foreign affairs professionals across the United States and 150 other countries.

EDITORIAL CONTENT

Whether at home or abroad, our globally mobile readers see *The Foreign Service Journal* as a lifeline to products and services that meet their unique needs. They 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 inside the State Department and other foreign affairs agencies.

CONTENTS

<u>PROFILE</u>	<u>4</u>
<u>EDITORIAL CALENDAR</u>	<u>6</u>
<u>READERSHIP</u>	<u>8</u>
<u>SPECIFICATIONS & RATES</u>	<u>10</u>
<u>SUBMISSION GUIDELINES</u>	<u>13</u>
<u>CONDITIONS & POLICIES</u>	<u>14</u>



THE FOREIGN SERVICE JOURNAL

**2101 E St NW
Washington, DC 20037
(202) 338-4045**

ADVERTISING SALES REPRESENTATIVE

**Molly Long
(202) 338-4045 x706
long@afsa.org**

ABOUT *THE FOREIGN SERVICE JOURNAL*

Published since 1919, *The Foreign Service Journal* is the only magazine of foreign affairs written specifically for members of the United States Foreign Service.

AN AWARD-WINNING PUBLICATION



The Foreign Service Journal has received multiple awards from Association Media & Publishing.

In 2017, the *FSJ* took home EXCEL awards in both General Excellence and in Single

Topic Issue for our coverage of “The New Russia at 25” in our December 2016 issue.

AS AN ADVERTISER

The *FSJ* offers you the opportunity to get your name in front of Foreign Service professionals of all levels. Join us now to associate your organization with one of the most read and respected publications, unique to the field of foreign policy and diplomacy.

DEPARTMENTS & COLUMNS

Regularly featured departments and columns include:

- **President's Views:** a letter to our readers from AFSA's President
- **Speaking Out:** Foreign Service members share their ideas on solving Foreign Service issues
- **Talking Points:** in-depth analysis of important news and events from the past month
- **AFSA News:** sharing AFSA's biggest news and events with our members
- **FS Know-How:** addressing key issues specific to foreign affairs personnel and their families
- **FS Heritage:** a look back at historic moments and people influencing the Foreign Service
- **Family Member Matters:** a forum for the Foreign Service family to discuss issues and ideas



EDITORIAL CALENDAR

EDITORIAL CALENDAR 2019

Please find the 2019 *FSJ* editorial calendar on the facing page, including deadlines for submission of space requirements and artwork.

SPECIAL ISSUES

To help our clients reach their target markets, *The Foreign Service Journal* is pleased to offer three special supplements each year:

- **The AFSA Tax Guide:** included in the January-February combined issue
- **The June Education Supplement**
- **The December Education Supplement**

ISSUE	PLANNED EDITORIAL	DEADLINES	
		Space	Artwork
January-February	Economic Diplomacy Works	11/15/18	12/1/18
March	FS Lifestyles: Food, Fitness, Fashion, Health and Wellness in the Foreign Service	1/15/19	2/1/19
April	NATO at 70	2/15/19	3/1/19
May	Your Career: Training, EERs, etc.	3/15/19	4/1/19
June	Migration	4/15/19	5/1/19
July-August	Managing Competition from China	5/15/19	6/1/19
September	Preventive Diplomacy	7/15/19	8/1/19
October	In Their Own Write - Books by Foreign Service Authors	8/15/19	9/1/19
November	Fall of the Berlin Wall: 30 Years Later	9/15/19	10/1/19
December	The New (Old?) Russia and AFSA Awards	10/15/19	11/1/19

A UNIQUE, FOCUSED MARKET

The Foreign Service Journal offers an unrivaled opportunity to reach practitioners and decision makers across the fields of diplomacy and development. Whether looking to build your brand, highlight your support for our servicemen and women or simply test a new product in a unique market, the *FSJ* provides exclusive access to *The Foreign Service Journal*. From personnel changes to new policy, from dissenting opinions to historical perspectives and everything in between, the *FSJ* delivers high quality content unlike any other in its market including:

- Latest Developments for Members of the Career Foreign Service
- Analysis of Emerging Trends in Diplomacy and Development
- Practical, How-To Advice for Emerging Professionals in Foreign Policy
- In Depth Feature Articles
- Interviews with Prominent Practitioners and Champions of the Foreign Service
- Trend Setting Columns with Thought Provoking Positions

HIGH PROFILE READERSHIP

The *FSJ* delivers your message to a high-quality audience of foreign affairs professionals, including:

- Senior Management at the Departments of State, Commerce and Agriculture, as well as USAID.
- Members in Embassies and Consulates Around the World
- Members of Congress Keenly Interested in International Affairs
- Operations Directors and Managers in Key Positions for Government Procurement

Journal readers are sophisticated consumers and savvy investors. According to our most recent survey, their average pre-tax household income is approximately \$123,000, while the average value of their financial investments reaches \$470,000 and 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.

TYPICAL FSJ READER

The *FSJ* reaches the key readers who can greatly impact your success:

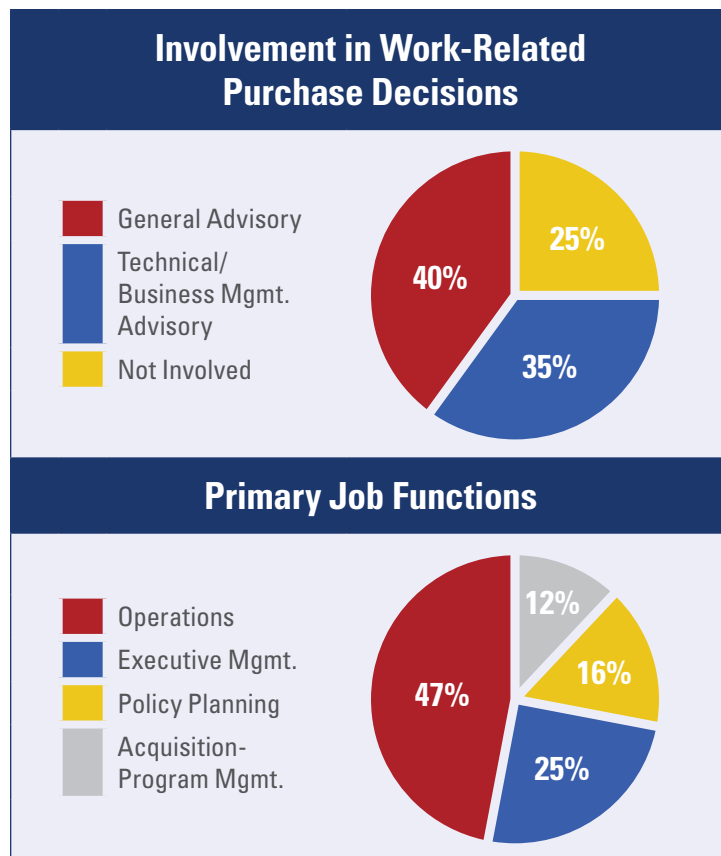
- With AFSA’s high levels of industry penetration, nearly 80% of all Career Foreign Service Officers receive access to *The Foreign Service Journal*
- 75% of our readership is involved in work-related purchase decisions.

OUTSTANDING CIRCULATION

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

As the only publication focusing not on the policies, but on the people of the Foreign Service. The *FSJ* reaches more than 17,000 readers and is published in print and digital format ten times per year. With a clear focus and exclusive access to important decision makers, the *FSJ* keeps you in front of the professionals you want to reach.

On average, each print copy of *The Foreign Service Journal* is passed along to **an average of 2 additional readers**, giving the publication an expanded reach beyond the stated circulation.



SPECIFICATIONS & RATES

PRINT SPECIFICATIONS



Full Page, Full Bleed

total size: 8.375" wide x 11.125" high
(trimmed to 8.125" wide x 10.875")



Full Page w/ Margins

7.000" wide x 10.000" high



2/3 Page

4.500" wide x 9.250" high



1/2 Page

7.000" wide x 4.500" high



1/3 Page

skyscraper: 2.167" wide x 9.250" high
cube: 4.500" wide x 4.500" high



1/4 Page

3.250" wide x 4.500" high

PLACEMENT TYPE	NUMBER OF PLACEMENTS PER YEAR*		
Premium 4-Color	1	6	10
Outside Back Cover	\$3,650	\$3,560	\$3,175
Inside Front Cover	\$3,475	\$3,410	\$3,045
Inside Back Cover	\$3,350	\$3,260	\$2,910
4-Color	1	6	10
Full Page	\$3,045	\$2,965	\$2,645
2/3 Page	\$2,730	\$2,645	\$2,500
1/2 Page	\$2,355	\$2,140	\$2,015
1/3 Page (Cube or Column)	\$1,990	\$1,830	\$1,800
1/4 Page	\$1,530	\$1,385	\$1,360
Black & White	1	6	10
Full Page	\$2,145	\$1,915	\$1,755
2/3 Page	\$1,875	\$1,680	\$1,535
1/2 Page	\$1,425	\$1,175	\$1,015
1/3 Page (Cube or Column)	\$1,015	\$865	\$775
1/4 Page	\$775	\$725	\$565

* Rates listed are per issue.

ADDITIONAL PRINT OPPORTUNITIES, RATES, AND SPECIFICATIONS

- **Special Position Rate:** add 15% to rate listed above.
- **Bind-In Cards:** \$1,250 plus \$325 insertion fee.
- **Pre-Printed Inserts** (tip-ins) cannot be larger than 7.375" wide x 10.375" high and must weigh no more than 3 ounces.
- **Onserts** may be mailed to the entire circulation or only to active-duty Foreign Service personnel. The rate is based on the number of units mailed.
- **Classified Advertisements:** \$1.60 per word (10-word minimum) and \$1.00 for bold type exceeding the first three words. A hyperlink, header, box or shading are all available for \$11.00 each. Phone number, zip code and permitted abbreviations (P.O. Box, SASE) all count as one word. A fee of \$10.00 is incurred for changes in the classified ad text. Submissions must be received in written form via email, fax or letter.

Contact Molly Long, AFSA's Advertising Manager, at (202) 338-4045 x706 or long@afsa.org for more information on these and similar opportunities.

DIGITAL OPPORTUNITIES, RATES, AND SPECIFICATIONS

The *Foreign Service Journal's* digital edition provides our advertisers with an added marketing opportunity, connecting your business to our active online readership. The magazine is displayed in its entirety on the AFSA website, with subscribers notified by special messaging on the day the *Journal* is posted online. This opportunity comes as an added bonus **free** with the purchase of a display ad in the print edition. All *FSJ* readers receive access to **both** the print and digital editions.



ADDITIONAL DIGITAL OPPORTUNITIES

Contact Molly Long, AFSA’s Advertising Manager, at (202) 338-4045 x706 or long@afsa.org for more information on these and similar opportunities.

MONTHLY RATES

AFSA Website Leaderboard Banner	<i>call for pricing</i>
FSJ Homepage Banner	<i>call for pricing</i>
Marketplace Banner	\$120
Resource Page Banner	\$85
Resource Page Listing	\$35
Web Blow-In Card	<i>call for pricing</i>

ONLINE SPECIFICATIONS

AFSA Website Leaderboard Banner	600px wide x 350px high
Sidebar Banner	202px wide x 85px high
Listing Business Card Text	Business Card Text

SUBMISSION GUIDELINES

PRINT AD FILE SUBMISSION GUIDELINES

Advertisements for the print edition must be submitted as electronic files to Molly Long, AFSA's Advertising Manager, either via email or through AFSA's Dropbox site. Please refer to pages 10 and 11 for advertising rates and sizes.

Press Optimized or PDF-X-1A PDFs Are Required

If an ad is intended to bleed, crop marks must be applied with an offset of 0.250" and a minimum of 0.125" bleed beyond the trim is required. Refer to the first entry in the table on page 10 for total vs. trim dimensions.

- All RGB and Pantone colors must be converted to CMYK.
- Final Ad must be in the exact dimensions to be printed.
- If sending more than one ad, each ad should be submitted as a separate file.
- No camera-ready art, JPG/JPEG, PNG, or GIF files will be accepted.

Preferred Methods of Delivery

- **Email:** Files may be submitted in a compressed (.zip) file attached to an email sent to Molly Long, AFSA's Advertising Manager, at long@afsa.org.
- **DropBox:** Contact ads@afsa.org for credentials and details on how to upload files via DropBox.

DIGITAL AD FILE SUBMISSION GUIDELINES

- **Acceptable File Formats:** GIF, PNG, JPG/JPEG, Rich Media and ads served via third party.
- **Animations:** 30-seconds, maximum.
- **Email Newsletter Ads:** Rich Media cannot be used.
- **Sound:** no sound may be used.
- **Polite Download** (i.e. the portion of the ad that loads once content loads): up to 100 kb is allowed.

TERMS & AGREEMENTS

- It is assumed that advertisers have read the rate card and agree to its conditions without any further contract or notice.
- **Copy Regulations:** AFSA reserves the right to review and consider rejection of any advertising.
- AFSA reserves the right to give 24-hour notice prior to pausing a campaign if the relevant specifications and guidelines detailed on pages 10-13 of this document are not met.
- All advertising copy that might be mistaken for an article, commentary, or other non-advertising material must be clearly marked “advertisement.” AFSA reserves the right to so mark all ad materials.
- **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. AFSA shall be under no liability for its failure, for any cause, to insert an advertisement.
- **Commission and Discounts:** bona fide advertising agencies receive 15% off gross insertion. Commissions are not allowed on mechanical or binding charges.
- Charges for changes from original layout and copy will be based on current composition rates.
- **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.



THE FOREIGN SERVICE JOURNAL

**2101 E St NW
Washington, DC 20037
(202) 338-4045**

ADVERTISING SALES REPRESENTATIVE

**Molly Long
(202) 338-4045 x706
long@afsa.org**

