

## Advertising Opportunities

**CONTACT:** Ed Miltenberger

**TEL:** (202) 944-5507

**EMAIL:** MILTENBERGER@AFSA.ORG

### DISPLAY AD RATES 2018\*

### PREMIUM PLACEMENT

FOUR COLOR	1X	6X	10X
Full Page	2845	2770	2470
2/3 Page	2550	2470	2340
1/2 Page	2185	2000	1880
1/3 Page	1860	1710	1690
1/4 Page	1430	1295	1270

TWO COLOR	1X	6X	10X
Full Page	2295	2085	1910
2/3 Page	2085	1910	1765
1/2 Page	1675	1425	1290
1/3 Page	1295	1100	995
1/4 Page	985	845	810

BLACK & WHITE	1X	6X	10X
Full Page	2005	1790	1640
2/3 Page	1755	1570	1435
1/2 Page	1330	1100	950
1/3 Page	950	810	725
1/4 Page	725	675	525

*Price per insertion, effective beginning Jan. 1, 2018.*

### WEB PRODUCTS

For information and prices of online advertising opportunities, please see page 11.

### 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.

### ONLINE DIGITAL EDITION

Two types of hyperlinks are available: standard link (price is 5% of display ad rate), the address is underlined and constitutes the link. With the enlarged link (price is 10% of display ad rate), most of the display ad is clickable.

### BUSINESS REPLY CARDS

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

### 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, 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 email, fax or letter.

### DEADLINES

Space reservation: 20th of the month; art work: 25th of the month. Five weeks prior to publication.

Inside Front Cover: Ad rate plus 15%  
 Inside Back Cover: “ “ plus 10%  
 Outside Back Cover: “ “ plus 20%  
 Special position: “ “ plus 10%  
 Bind-in cards: \$1,195 plus \$325 insertion fee

All production costs for advertising that is not in high resolution will be passed on to the advertiser. Fees for creation and on 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

Polybag outserts 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. Contact the Advertising Manager for more information.

Send materials for polybag advertising to:  
 Cadmus Specialty Publications  
 Attn: Kevin Minter  
 2901 Byrdhill Road  
 Richmond VA 23228  
 Tel.: (804) 261-3075