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Full Page: _____ Half Page: _____

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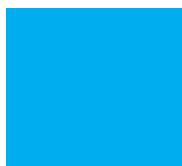
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RATES AND OPTIONS



Full Page

W 7"x H 10" (178 x 254mm)
4 color \$2,630
2 color \$2,120
Black and White \$1,850



Two Columns

W 4.5"x H 9.25" (114 x 235mm)
4 color \$2,355
2 color \$1,925
Black and White \$1,630



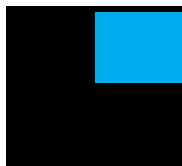
1/2 Page

W 7"x H 4.5" (178 x 114mm)
4 color \$2,020
2 color \$1,545
Black and White \$1,230



1/3 Page

Col: W 2.167"x H 9.25" (55x 235mm)
Cube: W 4.5"x H 4.5" (114x114mm)
4 color \$1,720
2 color \$1,195
Black and White \$880



1/4 Page

W 3.25"x H 4.5" (82mmx 114mm)
4 color \$1,365
2 color \$905
Black and White \$670



Web Banner on

AFSA National Essay Contest
W 261pxls x H 106pxls
\$700/Month
With Display ad, includes mailing list.
www.afsa.org/essay_contest



OPTIONAL HYPERLINK TO
DISPLAY AD 10% OF PRODUCT
DISPLAY AD PRICE

DEADLINE

October CFC Supplement:

Signed Order: Aug. 20 Art: Aug. 25

November CFC Supplement:

Signed Order: Sept. 20 Art: Sept. 25

THE FOREIGN SERVICE JOURNAL

Combined Federal Campaign Supplement October - November

Actual CFC dates Sept 1 - Dec 15



**American Foreign
Service Association**



ONLINE RESOURCE

www.afsa.org



Insertion of a display ad in the *Journal* earns a placement for a banner on www.afsa.org/blogs

Our blogs page received 20,000+ page views from Sept. 1, 2015 to Dec 31, 2015.

The majority of visitors are active-duty Foreign Service officers and specialists who work full-time for the U.S. government and are able to participate in the National Capitol Area CFC campaign.

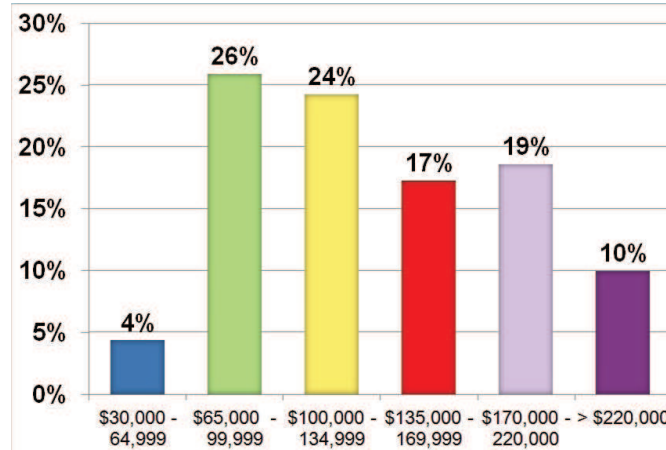
CONTACT

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OUR READERS

Have a high average household income of \$124,644 and are encouraged to participate in the CFC in the National Capitol Area campaign. The *Journal* is delivered by diplomatic pouch directly to U.S. embassies abroad in the most timely and efficient manner.

HOUSEHOLD INCOME OF JOURNAL READERS



- **Generous donors**
\$2,171,000* was raised in the State Department 2012 CFC campaign, for a place in the Million Dollar Circle.

\$346.25* is the average CFC contribution per State Department employee through payroll deduction.

80%* is the participation rate of some federal work units.

- **Sophisticated donors**
66%** of Journal households earn more than \$100,000 annually.

79% of AFSA households earn more than \$85,000 annually.

10% State Department employees are increasing E-Giving (paperless pledges) each year

- **Ad responders****
58%** have visited websites included in Foreign Service Journal display ads

* CFC Report

** FSJ Reader Survey 2012

OUR JOURNAL

The *Foreign Service Journal* delivers your message to 30,000 members of the American Foreign Service community. Our Combined Federal Campaign supplement reaches American embassy employees, who are encouraged to participate in the campaign. The *Journal* is sent via diplomatic pouch to our highly mobile readers at 295 U.S. embassies and consulates worldwide. These names, addresses and emails are not available elsewhere due to the security status of our members.



OUR WEBSITE

Our website (www.afsa.org) is state-of-the-art, with resources gathered specifically for members of the Foreign Service. The AFSA website garnered 487,000 page views over the course of the 2014 CFC campaign, with unique FS content on the blogs page getting more than 25,000 page views.

The AFSA website offers comprehensive information for most aspects of life as an American working abroad for both federal agencies or contractors posted abroad or those working for international organizations.