

ORDER FORM

Name: _____
 Title: _____
 Company: _____
 Address: _____
 City: _____
 State/Zip: _____
 Country: _____
 Phone: _____
 Fax: _____
 Email: _____
 Website: _____

Advertising Insertion

1. Please choose size, color, hyperlink

- | | |
|------------------------------------|---|
| <input type="checkbox"/> Full page | <input type="checkbox"/> 4 Color |
| <input type="checkbox"/> 1/2 Page | <input type="checkbox"/> 2 Color |
| <input type="checkbox"/> 1/4 Page | <input type="checkbox"/> Black&White |
| | <input type="checkbox"/> Online Banner |
| | <input type="checkbox"/> Hyperlink |

2. Display ad cost : \$ _____
 Hyperlink _____
 Banner _____
 Total : \$ _____

SIGNATURE

X: _____

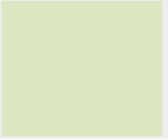



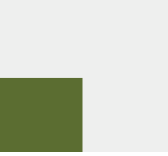

Payment: Check Mastercard Visa

Name on card : _____

Card # : _____

Exp. Date : ____ / ____ / ____ Sec. Code : _____

RATES AND OPTIONS

	Directory*	Newsletter Large
Full Page W 7"x H 10" 	4 color \$2,300 2 color \$1,890 B&W \$1,670	W 230 Px X H 1,000 Px \$1,970 
1/2 Page W 7"x H 4.5" 	4 color \$1,820 2 color \$1,390 B&W \$1,110	Medium 230 Px X 318 Px \$1,260 
1/4 Page W 3.25"x H 4.5" 	4 color \$760 2 color \$610 B&W \$465	Small 202 Px X 85 Px \$610 

*Premium placement: 10% of rate card

Banners with hyperlinks are available to display advertisers on our Retiree Web page

<http://www.afsa.org/afsa-retiree-services>



OPTIONAL HYPERLINK IN OUR ONLINE NEWSLETTER TO YOUR WEBSITE
 10% of Rate Card Amount

DEADLINES

2017 Directory: **Space:** Oct 25 **Art:** Nov 1
 Newsletter: Six weeks before desired bimonthly online issue

AFSA 2017 Directory of Retired Members & AFSA Newsletter



"I believe that in this global world of increasing complexity, crisis and challenges, professional diplomacy becomes ever more indispensable."

Ambassador Ruth A. Davis,
 Recipient of

2016 AFSA Lifetime Contributions to American Diplomacy Award

DIRECTORY

The *AFSA Directory of Retired Members* is a singular, up-to-date resource that enables our 5,000+ members who are at or near retirement to stay connected with their colleagues. It is a unique listing of this group of professionals that is not available anywhere else; it is in a large-print format; and it lists complete contact information, including email addresses

The Directory also provides guidance on a number of issues affecting retiree members. It is an essential tool as it provides information and contact information for government and retiree resources and retiree associations in one easy-to-use book. With your ad purchase you will receive a hard copy of the Directory.

DIRECTORY CONTENT:

Feature: “Retirement Planning Shortfalls”
By John K. Naland, Director (Ret.)
Office of Retirement, U.S. State Department

Up-to-Date Guidance and Resources:

- Alphabetical and geographical listing of AFSA retiree members, including email, all in **large print**
- Long-term care insurance needs in retirement
- Survivor elections and annuities
- Medicare and FEHBP elections and annuities
- Social Security Annuity Supplement
- Post-employment restrictions
- WAE (When Actually Employed) program
- AFSA and State Department resources for retirees, easy to understand
- Foreign Service Retiree Chapter Associations

NEWSLETTER:

A bimonthly publication of the American Foreign Service Association, the Newsletter is distributed to all 16,200 AFSA members in a digital format. The Newsletter focuses on current legislative developments in federal benefits, issues in preparing for retirement, and information about the State Department and other foreign affairs agencies. Your display ad may be hyperlinked to your website.

NEWSLETTER CONTENT:

- Explanation and analysis of federal legislative developments and federal benefits
- Long-term care insurance
- Post-employment opportunities
- Medicare and Federal Employees Health Benefits program
- Social Security
- Annuities, Thrift Savings Plan and taxes
- Retirement planning and assistance, including estate planning

OUR READERSHIP



READERSHIP AGE

65% of our readership is age 50 or older.

Under 39yr	17%
40-49yr	18%
50-59yr	21%
60-69yr	17%
70-79yr	14%
80+yr	13%



LEVEL OF EDUCATION

87% of our readers have a college degree or higher.
66% have postgraduate study.



HOUSEHOLD INCOME

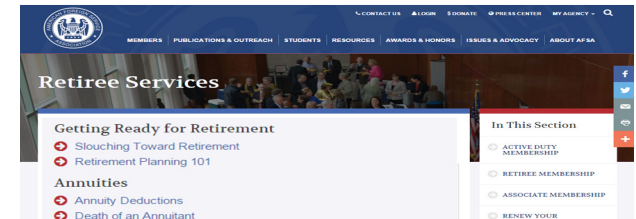
62% of our readers have a household income over \$100,000.

ACTIVE INVESTORS

34% of our readers have an investment portfolio over \$500,000.



RETIREE SERVICES WEB PAGE



www.afsa.org/afsa-retiree-services

Our Up-to-date Retiree Services Web pages offer comprehensive information for our members. These Resource pages received more than 27,000 page views in the last year. In our surveys, members report that they view AFSA as the most reliable information source regarding their retirement benefits—ahead of the State Department and other federal agencies.

Advertise with AFSA!

CONTACT

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