

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