

THE NATIONAL ASSOCIATION OF INSURANCE AND FINANCIAL ADVISORS-FLORIDA JOURNAL MEDIA KIT AND PROSPECTUS

Frequency

The NAIFA-Florida Journal is published 4 times a year. The "convention issue" is the spring issue.

2010-2011 JOURNAL DEADLINES:



INSERTION ORDER:

Fall issue: October 10

This issue mails November 5.

Winter issue: January 7

This issue mails February 4.

Spring issue: April 7

This issue mails May 5.

Summer issue: July 7

This issue mails August 5.



MATERIALS:

Fall issue: October 10

Winter issue: January 7

Spring issue: April 7

Summer issue: July 7

Contact:

To contact our NAIFA-Florida Director of Communications Bob Lotane:

PHONE: (850) 422-1701

FAX: (850) 422-2762

E-MAIL: lotane@faifa.org

Mechanical Requirements

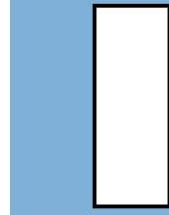
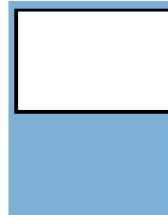
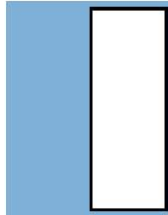
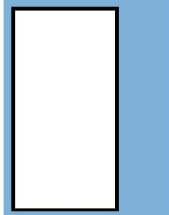
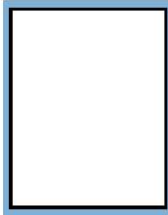
PRODUCTION MATERIALS:

Four color and Black and White ads Furnished on Disk
NAIFA-Florida publications are direct-to-plate. We accept Zip disks or CDs. TIFF, PDF or EPS files must be accompanied by all graphics and fonts (both screen and printer versions) on disk. Ads must be complete. If changes or corrections must be made, allow 3 additional weeks for production. Charges will be added to final billing.

****A PROOF MUST ACCOMPANY ALL ADS.****

Ad sizes and specifications:

Full Page 7 1/2 x 10	2/3 vertical 4 7/8 x 10	1/2 Vertical 3 5/8 x 10	1/2 Horizontal 7 1/2 x 4 7/8	1/2 Vertical 3 5/8 x 4 7/8
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(850) 422-1701

2010 - 11 Advertising Rates

(All rates are net to NAIFA-Florida)

All ads are run-of-the-book, editor's choice, unless paid position.

Four Color

	1x	2x	4x
Full Page	\$1175....\$1150....\$1025		
2/3 Page	1075.....1050.....925		
1/2 Page	975.....950.....850		

Black & White

	1x	2x	4x
Full Page	\$900.....\$875.....\$825		
2/3 Page	775.....750.....675		
1/2 Page	675.....650.....575		

INSERTS

Rates available upon request.

Must be trimmed to 8 1/4" x 10 3/4".

Cover Positions: 4color

	1X	2X	4X
Inside Front Cover.....\$1350.....\$1250.....\$1150 (Full page ad)			
Inside Back Cover..... 1150.....11251050 (Full page ad)			
Back Cover 1400.....13001200 (7/8 page ad)			

Cover Positions: B/W*

	1X	2X	4X
Inside Front Cover.....\$1250.....\$1150....\$1050 (Full page ad)			
Inside Back Cover.....1050.....950850 (Full page ad)			
Back Cover1300.....12501150 (7/8 page ad)			



*All covers are process color.

Call (850) 422-1701 to reserve your space!

Fax: (850) 422-2762