

2012

AFP® Marketing Opportunities

PRINT ADVERTISING

Exchange Magazine



Exchange, AFP's membership magazine, gets your message in front of more than 25,000 dedicated readers, with titles ranging from chief financial officer and vice president of finance to treasurer and cash manager.

- EDITORIAL CALENDAR ... 1
- ADVERTISING RATES 2
- ADVERTISING SPECIFICATIONS 3



94% of *Exchange* readers say they are more likely to purchase products they have seen in our magazine.

About AFP®

The Association for Financial Professionals® (AFP) serves a network of more than 16,000 treasury and finance professionals. Headquartered just outside of Washington DC, AFP provides members with breaking news, economic research and data on the evolving world of treasury and finance, as well as world-class treasury certification programs, networking events, financial analytical tools, training, and public policy representation to legislators and regulators. AFP is the daily resource for treasury and finance professionals. AFP's global reach extends to over 150,000 treasury and financial professionals worldwide, including AFP of Canada; London-based gtnews, an online resource for the treasury and finance community; and the London-based bobsguide, a financial IT solutions network.

4520 East-West Highway | Suite 750
Bethesda, MD 20814
T: +1 301.907.2862 | F: +1 301.907.2864
www.AFPonline.org

2012 EXCHANGE EDITORIAL CALENDAR

Issue	Featured Content	Editorial Due	Ad Close	Materials Due	Ad Bonus Distribution
January/ February	Risk Management, AFP Pinnacle Award Survey: Business Outlook, Risk Management	Nov 5	Dec 16	Dec 23	
March	Payments, Financial Planning & Analysis Advertorial Section: Electronic Payments	Jan 6	Feb 3	Feb 10	
April	Retail, E-commerce Survey: Payments Fraud Advertorial Section: Liquidity Management	Feb 3	Mar 2	Mar 9	TEXPO NACHA
May	Strategy Treasury Advertorial Section: FX	Mar 2	Apr 6	Apr 13	CTC Global Corporate Treasurers Forum Windy City Summit TMANE
June	Banking and Financial Institutions, Cross-Border Issues Canada Survey: Retail Payments	Apr 1	May 6	May 13	Global Corporate Treasurers Forum Europe AFPC Treasury Management Forum NYCE SIFMA
July/August	Corporate Governance, Accounting & Financial Reporting Survey: Liquidity	May 6	Jun 15	Jun 22	
September	Cash Management Survey: Women in Finance	Jul 6	Aug 3	Aug 10	
October	Global Finance—China, Latin America, Europe Survey: Treasury Benchmarking	Aug 3	Aug 31	Sept 7	AFP Annual Conference
November	Treasury Technology Survey: Compensation	Sep 7	Oct 5	Oct 22	
December	Review and Outlook Survey: 2012 AFP Annual Conference	Oct 5	Nov 9	Nov 16	

Every issue includes case studies, legal and accounting columns, financial news briefs, updates from Capitol Hill, an opinion column and a CTP Quiz.

PRINT ADVERTISING

Exchange Magazine

Contact the AFP sales department: 301.961.8833

2012 EXCHANGE ADVERTISING RATES

Size	Number of Insertions*			
	1x	3x	6x	10x
Premium Pages:				
Cover 2 (Inside Front Cover)	\$8,731	\$8,296	\$7,858	\$5,731
Cover 3 (Inside Back Cover)	\$8,055	\$7,652	\$7,249	\$5,675
Cover 4 (Back Cover)	\$9,411	\$8,940	\$8,470	\$7,529
Standard Pages:				
Full Page	\$7,205	\$6,845	\$6,484	\$5,618
Spread	\$13,773	\$13,085	\$12,397	\$11,018
1/2 Page	\$5,011	\$4,769	\$4,511	\$4,010
1/3 Page	\$4,353	\$4,137	\$3,918	\$3,483
1/4 Page	\$3,697	\$3,511	\$3,326	\$2,956
Guaranteed Pages:				
3, 5 or 7	\$8,285	\$7,871	\$7,457	\$6,459

*Number of insertions are based on a calendar year. All prices shown are based on gross pricing.

95% of our readers are involved in the purchasing decision for treasury cash management systems.

82% said AFP is a useful source of new products and services in the industry.

Stretch your advertising dollars and grow your brand with these added offerings:

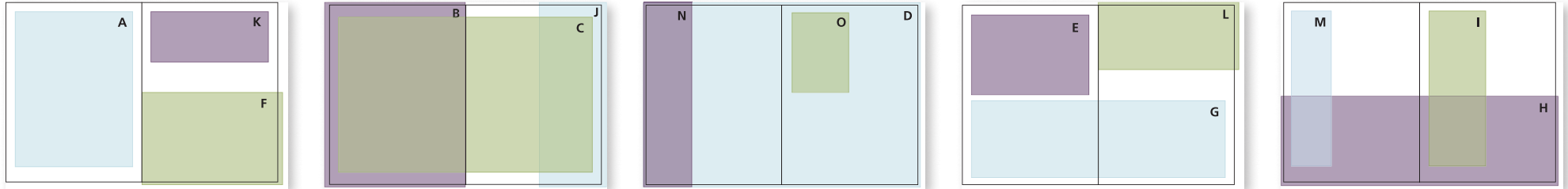
**Advertorials**

Demonstrate thought leadership with an article highlighting your products and services. Time key product launches with the themes outlined in the editorial calendar.

Other advertising opportunities include belly bands, poly wraps, inserts, pull-outs, bifolds and trifolds.

Enhance your brand image and awareness with Exchange advertising. Contact the AFP sales department at 301.961.8833 to reserve space before your competition does.

ADVERTISING SPECIFICATIONS



All sizes given in width x height (shown in inches), based on an 8.125" x 10.75" magazine.
All specifications for bleed ads include bleed and gutter safeties. Standard trim for bleeds is 0.125".

Key	Type	Width x Height
A	Full Page (Non-Bleed):	7.625" x 10.25"
B	Full Page (Bleed):	8.375" x 11"
C	Spread (Non-Bleed):	15.75" x 10.25"
D	Spread (Bleed):	16.5" x 11"
E	1/2 Page Horizontal (Non-Bleed):	7" x 4.75"
F	1/2 Page Horizontal (Bleed):	8.375" x 5.5"
G	1/2 Page Horizontal Spread (Non-Bleed):	15.125" x 4.75"
H	1/2 Page Horizontal Spread (Bleed):	16.5" x 5.5"
I	1/2 Page Vertical (Non-Bleed):	3.375" x 9.25"
J	1/2 Page Vertical (Bleed):	4" x 11"
K	1/3 Page Horizontal (Non-Bleed)	7" x 3"
L	1/3 Page Horizontal (Bleed):	8.375" x 4"
M	1/3 Page Vertical (Non-Bleed):	2.375" x 9.25"
N	1/3 Page Vertical (Bleed):	2.875" x 11"
O	1/4 Page Vertical (Non-Bleed):	3.375" x 4.75"

Terms and Conditions

Payment/Agency Commission

Payment is due within 30 days of invoice. 15% discount is given to recognized agencies.

Inserts

Each page of an insert counts as one insertion toward frequency discounts. For pricing, contact the AFP sales department at 301.961.8833.

Contract Regulations

- Insertion orders or AFP contract is required.
- Verbal agreements will not be recognized.
- No cash discount.
- Rates are based on the number of insertions contracted in a calendar year.

Publisher's Approval

- The publisher reserves the right to cancel or reject any advertising at any time, and to add the word "advertisement" at the top of any copy, which in the publisher's opinion simulates editorial matter and might be misleading to the reader.

Preferred Materials

- Print-ready PDF files, saved at 300 dpi or higher with crop marks. Embedded images must be at least 300 dpi and CMYK format. Please allow for a bleed of 0.125" on all artwork. All fonts must be embedded.
- Submit color proofs for all ads.
- All RGB and PMS colors MUST be converted to CMYK.