

2017

AFP Treasury Management Systems (TMS) Buyer's Guide

Calendar subject to change



TMS Buyer's Guide



The TMS Guide helps corporate treasury professionals find the right treasury management solution for their organization by giving them a glimpse into the latest technologies and trends. TMS technology is changing rapidly, so treasury professionals want to be sure that they're getting the most for their money.

AD FORMAT OPTIONS

OPTION 1: Advertorial spread
Full page advert left page, Full page product and services right page

OPTION 2: Advertorial 1/2-page

PRODUCTION SCHEDULE

Advertorial content and ad space reservation due: July 14th

Advertorial content and ad materials due: July 21st

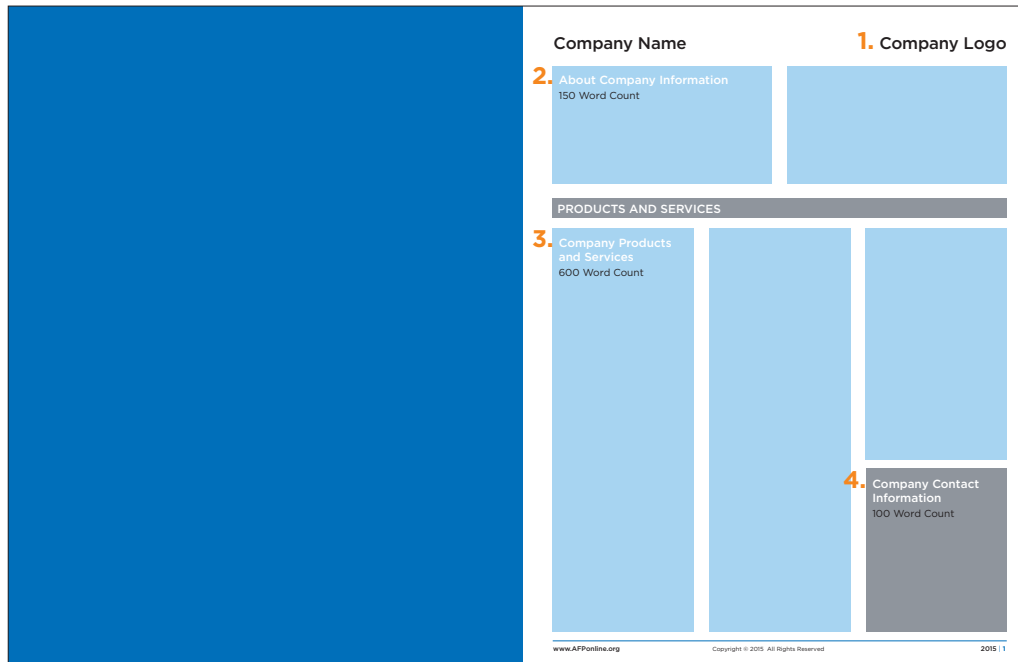
Advertorial content proofs due to the client for review: August 7th

Advertorial content proofs due to AFP: August 11th

Press date: August 22nd

2017 AFP TMS BUYER'S GUIDE SPEC

ADVERTORIAL SPREAD Left: Full Page Ad Right: Advertorial



Full Page Ad Specs:

Trim - 8.5" wide x 11" deep
(bleed allowance .125 in)

2-Page Spread Ad Specs:

Trim - 17" wide x 11" deep
(bleed allowance .125 in)

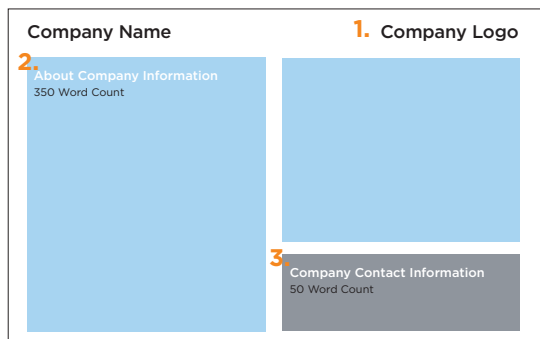
Submit ad files as press-ready, hi-res, cmyk pdf; with bleed allowance and crop marks.

Advertorial Full Page Specs:

1. **Company Logo** - Submit a file as a press-ready, hi-res, cmyk; jpg, eps or pdf file.
2. **About Company Information** - 150 word limit.
3. **Company Products and Services** - 600 word limit.
4. **Company Contact Information** - 100 word limit.

Submit content in Word format for Company Information, Products and Services and Contact Information.

ADVERTORIAL HALF PAGE



Advertorial Half Page Specs:

1. **Company Logo** - Submit a file as a press-ready, hi-res, cmyk; jpg eps or pdf file.
2. **About Company Information** - 350 word limit.
3. **Company Contact Information** - 50 word limit.

Submit content in Word format for Company Information, and Contact Information.

ADVERTORIAL PRODUCTION SCHEDULE

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