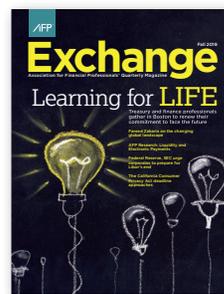


# PRINT ADVERTISING

## Exchange Magazine

### 2020 EXCHANGE EDITORIAL CALENDAR

*Editorial calendar subject to change*

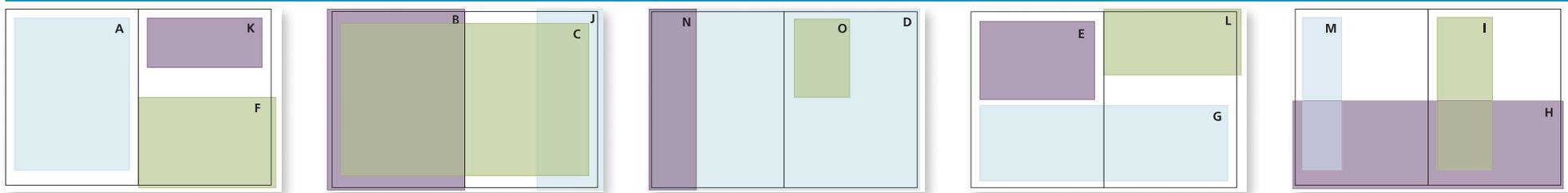


Issue	Featured Content	Ad Close	Materials Due
<b>Spring</b> March	Survey: Risk Management Bonus distribution: FinNext	January 31	February 7
<b>Summer</b> June	Surveys: Payments Fraud, Compensation Featuring: New FP&A, CTP certification holders	May 1	May 8
<b>Fall</b> October	Survey: Liquidity TMS Buyer's Guide Bonus distribution: AFP 2020	August 28	September 4
<b>Winter</b> December	Survey: E-payments Featuring: New FP&A, CTP certification holders	October 30	November 6

*Every issue includes insights and best practices from treasury and finance corporate practitioners, thought leadership from industry experts and a CE quiz with recertification credit.*



### 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	Size (trim)	Bleed (includes .125" allowance)	Live Area (safety allowance)
A	Full Page (Non-Bleed):	8.125 x 10.75	—	7.625" x 10.25
B	Full Page (Bleed):	8.125 x 10.75	8.375 x 11	7.625" x 10.25
C	Full Page Spread (Non-Bleed):	16.25 x 10.75	—	15.75" x 10.25
D	Full Page Spread (Bleed):	16.25 x 10.75	16.5 x 11	15.75" x 10.25
E	1/2 Page Horizontal (Non-Bleed):	7 x 4.5	—	—
F	1/2 Page Horizontal (Bleed):	8.125 x 5	8.375 x 5.125	7.625 x 4.75
G	1/2 Page Horizontal Spread (Non-Bleed):	15.75 x 4.5	—	—
H	1/2 Page Horizontal Spread (Bleed):	16.25 x 5	16.5 x 5.125	15.125" x 4.75
I	1/2 Page Vertical (Non-Bleed):	3.375 x 9.25	—	—
J	1/2 Page Vertical (Bleed):	3.375 x 10.75	4 x 11	3.75 x 10.25
K	1/3 Page Horizontal (Non-Bleed)	7 x 3	—	—
L	1/3 Page Horizontal (Bleed):	8.125 x 3	8.375 x 3.625	7.625 x 3.25
M	1/3 Page Vertical (Non-Bleed):	2.25 x 9.25	—	—
N	1/3 Page Vertical (Bleed):	2.75 x 10.75	2.875 x 11	2.5 x 10.25
O	1/4 Page Vertical (Non-Bleed):	3.375 x 4.5	—	—

#### Preferred Materials

- Print-ready PDF files, saved at 300 dpi or higher with **crop marks and bleed allowance of 0.125"**. Embedded images must be at least 300 dpi and CMYK format. All fonts must be embedded.
- All RGB and PMS colors Must be converted to CMYK.



Contact the AFP sales department: 301.961.8861

### 2020 EXCHANGE ADVERTISING RATES

Size	Number of Insertions*			
	1x	2x	3x	4x
<b>Premium Pages:</b>				
Cover 2 (Inside Front Cover)	\$8,700	\$7,900	\$7,100	\$6,400
Cover 3 (Inside Back Cover)	\$8,000	\$7,250	\$6,500	\$5,900
Cover 4 (Back Cover)	\$9,400	\$8,500	\$7,600	\$6,900
<b>Standard Pages:</b>				
Full Page	\$6,950	\$6,250	\$5,600	\$5,100
Spread	\$13,500	\$12,150	\$10,900	\$9,800
1/2 Page	\$3,800	\$3,400	\$3,100	\$2,800
1/3 Page	\$2,500	\$2,250	\$2,025	\$1,800
1/4 Page	\$2,000	\$1,800	\$1,600	\$1,450
<b>Guaranteed Pages:</b>				
3, 5 or 7	\$7,300	\$6,500	\$5,900	\$5,300

\*Number of insertions are based on a calendar year.

Enhance your brand image and awareness with Exchange advertising. Contact the AFP sales department at 301.961.8861 to reserve space before your competition does.

#### Terms and Conditions

##### Payment/Agency Commission

Payment is due within 30 days of invoice. A 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 301.961.8861.

##### 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.

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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**.