

# THE BULLETIN

the monthly magazine for New York City & Long Island AIFA Members

## Advertising Insertion Order

989 Avenue of the Americas, 6<sup>th</sup> Fl, New York, NY 10018  
PH: (212) 221-3500, ext.301 FAX: (212) 764-8693

Name of Advertiser: \_\_\_\_\_ Name of Agency: \_\_\_\_\_

Insertions per year	1 to 5	6 or more		1 to 5	6 or more
*Centerfold or double spread	\$1,355.00	\$1,260.00	Full page	550.00	485.00
*Facing inside front cover	575.00	515.00	2/3 page	450.00	370.00
*Inside front cover		590.00	1/2 page	350.00	275.00
*Facing inside back cover	575.00	515.00	1/4 page	260.00	210.00
*Inside back cover		590.00			
*Outside back cover		675.00			

4/Color - add \$750 Spot color – each \$300.00

\* These positions in the magazine are highly coveted and are reserved on either a monthly or yearly basis (e.g., covers). Please call if you would like to reserve a specific position or get on the waiting list for the covers.

Rates subject to change without notice. Above prices do not include any typesetting, corrections to mechanicals, or additional labor by the publisher or printer. These items will be billed at extra cost. Ads MUST include the disclaimer: "We solicit your surplus business only" or be charged a \$50 strip-in fee.

### Specs/Requirements

Full Page: 7 1/2" wide x 9 3/8" high  
1/2 Page: (vert) 5" wide x 7" high  
(horiz) 7 1/2" wide x 4 5/8" high

2/3 Page: 5" wide x 9 5/8" high  
1/4 Page: (vert) 5" wide x 4 3/8" high

Ads must be supplied as camera-ready artwork, film or pdf files (preferred).

Ads must be received by the 1st of the month prior to publication. Materials should be sent to Lynn Fischler , NYCAIFA/LIAIFA, 989 Avenue of the Americas, 6<sup>th</sup> Fl, NY, NY 10018 or can be emailed to LFischler@taifp.com

#### Authorization

We, the undersigned, agree that payment shall be made upon receipt of published tearsheet. We agree to abide by the rules and regulations governing advertising with The Bulletin, and affirm that all copy is subject to approval by The Bulletin Advertising Committee prior to publication. **NOTE:** We do not accept cross-company comparison or recruitment ads.

Size of ad: \_\_\_\_\_

Date of contract: \_\_\_\_\_

Number of insertions: \_\_\_\_\_

Beginning issue: \_\_\_\_\_

Authorization:

Signature: \_\_\_\_\_

Bill To:

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

\_\_\_\_\_

Fax: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

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## 2006-2007 Insertion Schedule

The Bulletin Deadline is the **1st of the month** prior to publication.

Please run my advertisement in the following months:

_____ January 2006	_____ July/Aug 2007	
_____ July/Aug 2006	_____ February 2006	_____ September 2007
_____ September 2006	_____ March 2006	_____ October 2007
_____ October 2006	_____ April 2006	_____ November 2007
_____ November 2006	_____ May 2006	_____ December 2007
_____ December 2006	_____ June 2007	

PLEASE NOTE: IF YOU HAVE AN AD WITH DATED INFORMATION, PLEASE BE SURE TO INSERT IT IN THE MONTH PRIOR. ALTHOUGH WE ATTEMPT TO HAVE THE BULLETIN IN THE HANDS OF OUR READERS THE FIRST WEEK OF THE MONTH OF ISSUE, IT CANNOT BE GUARANTEED.

### Rules and Regulations

1. Display advertisements may not be used for the purpose of proselytizing.
2. All product advertisements MUST carry the disclaimer: "We solicit your surplus business only." The Bulletin reserves the right to place this notice on advertisements and will charge a \$50 strip-in fee.
3. Management Opportunities (classified advertising) may not be used for non-salaried positions.
4. The Bulletin reserves the right to repeat the last published advertisement if new materials are not provided by the closing date (the first of the month prior to publication date).
5. Neither The Bulletin nor NYCAIFA/LIAIFA is responsible for loss or damage to mechanicals, artwork, or photographic materials.
6. All materials must be supplied as camera-ready artwork, negatives, or as pdf files.
7. Positioning of ads (other than covers) is at the sole discretion of The Bulletin unless specified in the contract.
8. NYCAIFA/LIAIFA reserves the right to refuse any advertising it deems unacceptable.
9. Materials received, or changes required, to insertions at "blue" stage (approximately 10 days after deadline), will be charged a late fee of at least \$50. The actual amount of the late charge will be agreed upon before the change is accepted.

NOTE: We do not accept cross-company comparison or recruitment ads.