



*THE  
BULLETIN*

MEDIA KIT



**The magazine for Insurance  
& Financial Services Professionals**

# *THE BULLETIN*

- 3 About Us  
Demographics  
Regular Features
- 4 Frequency  
Advertising Rates
- 5 Advertising Specifications
- 6 Production Calendar
- 7 & 8 Insertion Order

The magazine for Insurance  
& Financial Services Professionals

Published by  
The Alliance of Insurance  
& Financial Professionals  
989 Avenue of the Americas  
6th Floor  
New York, NY 10018  
Ph: 212-221-3500  
Fax: 212-764-8693  
[www.taifp.com](http://www.taifp.com)

Editorial & Advertising  
Lynn Fischler  
212-221-3500, ext. 301  
[lfischler@taifp.com](mailto:lfischler@taifp.com)

# *THE BULLETIN*

## **About Us**

The Alliance of Insurance and Financial Professionals (The Alliance) is a not for profit organization that currently provides association management services and representation to seven (7) professional associations, and collectively to the thousands of insurance and financial service professionals who constitute their membership.

The organization has relationships with over 100 firms throughout the major metropolitan area of New York. The organization is a progressive and innovative provider of legislative advocacy, professional development and training, and state-mandated pre-licensing and continuing education programs, and through its various national affiliates, the conferment of all industry designations. The Alliance also provides marketing, promotion and public relations support for industry firms and professionals, and is actively involved in outreach programs with consumer and business groups, colleges and universities, the media and legislators.

## **Demographics**

Currently 2,000 insurance and financial services professionals which include all members of the New York City and Long Island Associations of Insurance & Financial Advisors. Currently, the Alliance is piloting a program to include non member agents and producers in the New York State area to its circulation.

## **Regular Features**

- Industry renowned financial expert, Stephen Leimberg
- Industry News - what's happening at the local, state and federal levels that affects agents and producers
- Articles featuring industry professionals discussing the hot topics

The Alliance of Insurance & Financial Professionals  
989 Avenue of the Americas, 6th Floor, New York, NY 10018  
Ph: 212-221-3500 Fax: 212-764-8693 [www.taifp.com](http://www.taifp.com)

# THE BULLETIN

## Frequency

*The Bulletin* is published monthly with 11 issues and one combined July/August issue

## Advertising Rates

### Per Insertion

	1x - 5x	6x - 11x
Full page	\$585	\$515
2/3 page	\$475	\$390
1/2 page	\$370	\$290
1/4 page	\$275	\$220
*Facing inside front cover	\$610	\$545
*Inside front cover		\$625
*Facing inside back cover	\$610	\$545
*Inside back cover		\$625
*Outside back cover		\$715

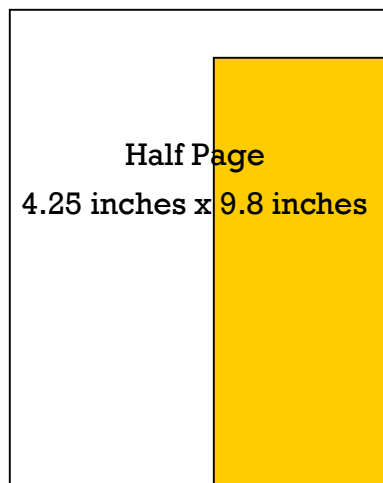
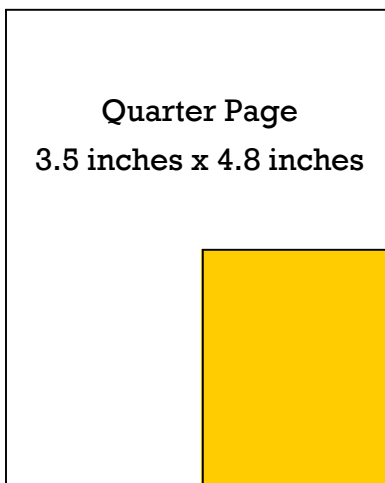
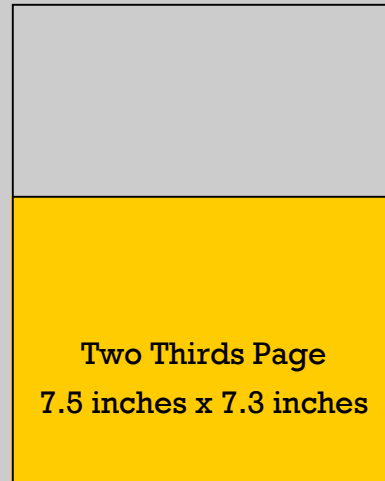
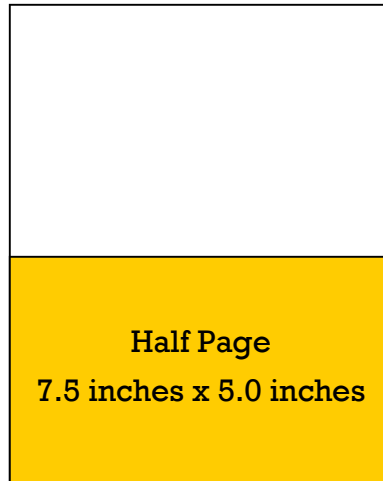
\* These positions in the magazine are highly coveted and are reserved on either a monthly or yearly basis (e.g., covers). Please call if you would like to reserve a specific position or get on the waiting list for the covers.

4/Color - add \$750      Spot color - each \$300

The Alliance of Insurance & Financial Professionals  
989 Avenue of the Americas, 6th Floor, New York, NY 10018  
Ph: 212-221-3500      Fax: 212-764-8693      [www.taifp.com](http://www.taifp.com)

# *THE BULLETIN*

## Advertising Specifications



# *THE BULLETIN*

## **Production Calendar**

Issue Month	Materials Deadline
January 2008	December 10
February 2008	January 7
March 2008	February 8
April 2008	March 7
May 2008	April 7
June 2008	May 8
July/August 2008	June 8
September 2008	August 8
October 2008	September 8
November 2008	October 8
December 2008	November 7

Space reservation and materials are due the first day of the previous month prior to publication.

Materials should be sent to

Lynn Fischler  
The Bulletin,  
989 Avenue of the Americas  
6<sup>th</sup> Floor  
New York, NY 10018

Emailed pdfs are preferred:  
[LFischler@taifp.com](mailto:LFischler@taifp.com)

Phone: 212-221-3500, ext. 301  
Fax: 212-764-8693

# THE BULLETIN

## Insertion Order

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

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

Size of ad: \_\_\_\_\_ Number of insertions: \_\_\_\_\_

Please run my advertisement in the following months:

\_\_\_\_ January 2008      \_\_\_\_ April 2008      \_\_\_\_ July/Aug 2008      \_\_\_\_ November 2008

\_\_\_\_ February 2008      \_\_\_\_ May 20078      \_\_\_\_ September 2008      \_\_\_\_ December 2008

\_\_\_\_ March 2008      \_\_\_\_ June 2008      \_\_\_\_ October 2008

### 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 Editor prior to publication. **NOTE:** We do not accept cross-company comparison or recruitment ads.

Date of contract: \_\_\_\_\_ Beginning issue: \_\_\_\_\_

**Authorization:** Signature: \_\_\_\_\_

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

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

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

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

**Bill to:** Name: \_\_\_\_\_ Company Name: \_\_\_\_\_

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

City \_\_\_\_\_ St \_\_\_\_\_ Zip \_\_\_\_\_

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

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

**Send insertion orders to:**

Lynn Fischler  
The Bulletin

989 Avenue of the Americas, 6th Floor, New York, NY 10018

Ph: 212-221-3500 Fax: 212-764-8693

# THE BULLETIN

## Insertion Order

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

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

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.

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. 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).
4. Neither **The Bulletin** nor The Alliance is responsible for loss or damage to art work, or photographic materials.
5. All materials must be supplied as pdf files.
6. Positioning of ads (other than covers) is at the sole discretion of **The Bulletin** unless specified in the contract.
7. The Alliance reserves the right to refuse any advertising it deems unacceptable.
8. Materials received, or changes required, to insertions at "blue" stage will be charged accordingly.

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

**Send insertion orders to:**

Lynn Fischler  
The Bulletin

989 Avenue of the Americas, 6th Floor, New York, NY 10018

Ph: 212-221-3500 Fax: 212-764-8693