



*THE  
BULLETIN*

MEDIA KIT

The Magazine for Insurance  
& Financial Services Professionals





# *THE BULLETIN*

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The magazine for Insurance  
& Financial Services Professionals

Published by  
NAIFA-Greater Metro Region  
989 Avenue of the Americas  
6th Floor  
New York, NY 10018  
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# THE BULLETIN

## About Us

**NAIFA-Greater Metro Region**, currently managed by **The Alliance of Insurance and Financial Professionals**, is a not for profit organization serving New York City, Long Island and Westchester/Rockland with a collective membership of over 2,000 insurance and financial service professionals and almost 300 business offices throughout the major metropolitan area. Our members are continuing a 119 year tradition of upholding the highest ethics of their profession and take pride in assisting their clients in making important financial decisions on life and health insurance and financial and estate planning.

The organization is a progressive and innovative provider of legislative advocacy, state-mandated continuing education, professional development, professional training, and education. As well as providing marketing, promotion and public relations and support for industry professionals.

We would like to invite your company to become one of the growing number of organizations who take advantage of our outstanding networking, marketing and public relations opportunities. The Bulletin offers a broad exposure to a varied and potentially lucrative corporate and consumer market.

## Demographics

The Bulletin circulation is made up of 2,000 insurance and financial services professionals who are members of the New York City, Long Island and Westchester/Rockland Associations of Insurance & Financial Advisors.

## 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

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## Frequency

*The Bulletin* is published monthly, except for one combined July/August issue for a total of 11 issues per year.

## Advertising Rates

### Per Insertion

	1x - 5x	6x - 11x
Full page	\$675	\$595
2/3 page	\$550	\$450
1/2 page	\$425	\$335
1/4 page	\$315	\$250
*Facing inside front cover	\$700	\$625
*Inside front cover		\$720
*Facing inside back cover	\$700	\$625
*Inside back cover		\$820

\* 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.

Published rates are good through June 2010. Rates are subject to change without notice.

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

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## **Production Calendar**

Issue Month	Materials Deadline
January 2010	December 7
February 2010	January 7
March 2010	February 6
April 2010	March 6
May 2010	April 7
June 2010	May 7
July/August 2010	June 8
September 2010	August 7
October 2010	September 7
November 2010	October 6
December 2010	November 6

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

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## Insertion Order

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

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

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

Please run my advertisement in the following months:

\_\_\_\_ January 2010      \_\_\_\_ May 2010      \_\_\_\_ October 2010  
\_\_\_\_ February 2010      \_\_\_\_ June 2010      \_\_\_\_ November 2010  
\_\_\_\_ March 2010      \_\_\_\_ July/August 2010      \_\_\_\_ December 2010  
\_\_\_\_ April 2010      \_\_\_\_ September 2010

### Authorization

We, the undersigned, agree that payment shall be made upon receipt of published tear sheet. 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: \_\_\_\_\_ Ad Size: \_\_\_\_\_

**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

Email: lfischler@taifp.com

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## 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 or recruitment.
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 Bulletin** 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.

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