

FOUR GREAT OPPORTUNITIES to Reach Our 4,200 Members Through the NAIFA-Florida Journal!



2008-09



Fall



Winter



Spring



Summer

ISSUE THEMES:

Life Insurance
& Annuities

Health Insurance
& Employee Benefits

MultiLine

Financial Advising
& Investments



THE NAIFA-Florida JOURNAL
The Official Publication of NAIFA-Florida

* CELEBRATE 76 YEARS OF PROFESSIONALISM *

NAIFA-FLORIDA JOURNAL ADVERTISER OPPORTUNITIES:

- **Great Exposure for Advertisers:** The **Advertisers' Index** and the **Buyers' Guide**

The *Advertisers' Index* will appear in the front of the *Journal* to direct readers to your advertisement page.

The *Buyers' Guide* will be an especially useful added value for advertisers. The *Guide* will be in every issue and will have your company listing with a contact name, phone number and fax for easy reference for association members. The *Buyers' Guide* will be available—at no extra charge—to advertisers in that particular issue, however, with a multiple insertion order the advertiser will be listed in every issue of the *NAIFA-Florida Journal*.

- **Special Issue:** Our Spring 2009 issue will be our “**Convention Issue.**”
- **Special Issue:** Our Summer 2009 issue will be the “**Convention Awards Issue.**”

Both of these issues are a great opportunity to connect with insurance and financial professionals in the Florida market. In a recent survey our 4,200 subscriber/members were overwhelmingly positive in their comments. Our new commitment will be to do everything we can to get each advertiser's message out to our members, giving advertisers the most coverage for their dollar.

Call NAIFA-Florida's Director of Communications BOB LOTANE (850) 422-1701

For more information, contact Bob by email at: lotane@faifa.org; Fax (850) 422-2762

THE NAIFA-FLORIDA JOURNAL • 1836 Hermitage Blvd., Ste. 200, Tallahassee, FL 32308-7706

Our Journal reaches an audience of 4,200 NAIFA-Florida members each issue.

Frequency

The NAIFA-Florida Journal is published 4 times a year. The "convention issue" is the Spring issue.

2008-09 JOURNAL DEADLINES:

*** INSERTION ORDER:**
Fall issue: October 10
This issue mails November 5.
Winter issue: January 7
This issue mails February 4.
Spring issue: April 7
This issue mails May 5.
Summer issue: July 7
This issue mails August 5.

*** MATERIALS:**
Fall issue: October 10
Winter issue: January 7
Spring issue: April 7
Summer issue: July 7

Contact:
To contact our NAIFA-Florida Director of Communications Bob Lotane:
 PHONE: **(850) 422-1701**
 FAX: **(850) 422-2762**
 E-MAIL: **lotane@faifa.org**

Mechanical Requirements

PRODUCTION MATERIALS:

Four color and Black and White ads Furnished on Disk

NAIFA-Florida publications are direct-to-plate. We accept Zip disks or CDs. TIFF, PDF or EPS files must be accompanied by all graphics and fonts (both screen and printer versions) on disk. Ads must be complete. If changes or corrections must be made, allow 3 additional weeks for production. Charges will be added to final billing.

**** A PROOF MUST ACCOMPANY ALL ADS.****

2008-09 Advertising Rates

(all rates are net to NAIFA-Florida)

All ads are run-of-the-book, editor's choice, unless paid position.

Four Color

	1X	2X	4X
Full Page.....	\$1175	\$1150	\$1025
2/3 Page.....	1075	1050	925
1/2 Page.....	975	950	850
1/4 Page.....	825	800	725

Black & White

	1X	2X	4X
Full Page.....	\$900	\$875	\$825
2/3 Page.....	775	750	675
1/2 Page.....	675	650	575
1/4 Page.....	525	500	425

INSERTS

Rates available upon request.

Must be trimmed to 8 1/4" x 10 3/4".

Cover Positions: 4color

	1X	2X	4X
Inside Front Cover.....	\$1350	\$1250	\$1150
(Full page ad)			
Inside Back Cover.....	1150	1125	1050
(Full page ad)			
Back Cover.....	1400	1300	1200
(7/8 page ad)			

Cover Positions: B/W*

	1X	2X	4X
Inside Front Cover.....	\$1250	\$1150	\$1050
(Full page ad)			
Inside Back Cover.....	1050	950	850
(Full page ad)			
Back Cover.....	1300	1250	1150
(7/8 page ad)			

*All covers are process color.

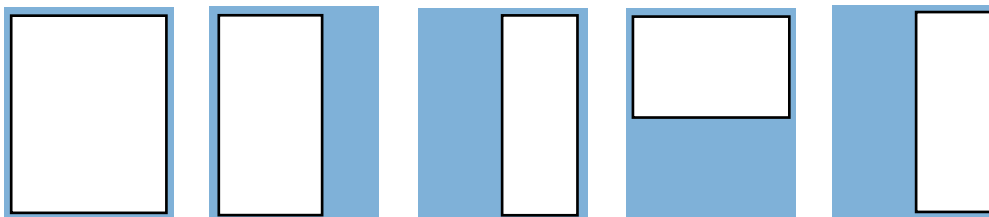


Call (850) 422-1701 to reserve your space!

Fax: (850) 422-2762

Ad sizes and specifications:

Full Page 7 1/2" x 10"	2/3 Vertical 4 7/8" x 10"	1/2 Vertical 3 5/8" x 10"	1/2 Horizontal 7 1/2" x 4 7/8"	1/2 Vertical 3 5/8" x 4 7/8"
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JOURNAL

The Official Publication of
NAIFA-Florida

FREE ADVERTISER BENEFIT:

Put your company name in front of our members
EVERY ISSUE!

ADDED VALUE for ADVERTISERS ONLY:

Starting with the first issue in which you advertise, you, as an advertiser in the *NAIFA-Florida Journal*, will be listed in the new **Buyers' Guide**. Please fill in the information below and send back by fax to (850) 926-7211.

As an advertiser, you will be listed in every issue of the *Journal* in which you advertise at NO ADDITIONAL COST. If you have any questions, please call me at (850) 228-8019. Thank you for your support of NAIFA-Florida and the *NAIFA-Florida Journal*.

Sincerely,

Bob Lotane

NAIFA-Florida Director of Communications

Phone: (850) 422-1701

E-mail: lotane@faifa.org

**There is NO CHARGE for a listing with your ad.
Please fill out and fax back to (850) 422-2762**

THANK YOU!

Unless we are notified otherwise, we will use your most current ad.

I will send a new ad

Please call me.

Name _____

Phone _____

BUYER'S Guide

ADVERTISERS: This is a special section designed to give your company more exposure and to act as an reference for the pharmacist.

EXAMPLE

BROKERAGE

Your Company Name

Contact Name

www.yourwebsite.com..... (800) 811-1234

DISABILITY INSURANCE

Your Company Name

Contact Name

www.yourwebsite.com..... (800) 811-1234

HEALTH INSURANCE

Your Company Name

Contact Name

www.yourwebsite.com..... (800) 811-1234

Buyers Guide Information

Please choose one of the following headings to be listed under:

Please check one.

Life Insurance

Brokerage

Disability Income

Health Insurance

Employee Benefits

Annuities

Other: _____

Please print:

COMPANY NAME: _____

CONTACT NAME: _____

PHONE #: _____

WEB: _____

Our Journal reaches an audience of 4,200 NAIFA-Florida members each issue.

DEADLINES

All ad materials must be received by the publisher by the published material due dates. When new materials are not received by the closing date, the publisher will repeat the latest ad of similar size. If there was no previous insertion, the client is liable for the cost of contracted space not used, and the unused space will be allocated at the discretion of the publisher.

PRODUCTION INFORMATION:

Binding: Saddle stitched

Printing Process: Sheet-fed offset

Inserts: Pricing and availability on request

Bleed: Trim size is 8 1/2" x 11". Allow 1/8" beyond all margins for bleed.

BLEED

Bleed sizes allow 1/8" trim off each outside edge except at top of page, which is considered 1/4". Any material over 7 1/2" x 10" is also considered a bleed. Type and other essential material must also be 7/8" in from bleed size and 1/2" in from trim size.

PLACEMENT

Placement cannot be guaranteed unless the position is a paid position. See ad rates for pricing.

ISSUANCE

The *Journal* is published four times a year.

Winter issue: Mails February 3.

Spring issue: Mails May 1.

Summer issue: Mails August 2.

Fall issue: Mails November 1.

DISTRIBUTION

The *NAIFA-Florida Journal* is distributed to 4,200. As a public service, *NAIFA-Florida Journal* is also distributed to National NAIFA-Florida leadership.

POLICIES

Advertising must be inserted within one year of the first insertion to earn frequency discount rates. If the number of insertions is not specified on order or contract, each insertion will be billed at the one-time rate until a frequency rate is earned. Advertising ordered at a frequency discount rate that is not earned within one year from the first insertion will be billed at the earned rate ("short rated").

The advertiser, as well as the agency, is responsible for the payment of all advertising to the publisher. The advertiser is responsible for ads not paid for by their agency. Mixed sizes of ads in campaign are acceptable. No cash rebates will be made.

AGENCY COMMISSIONS

All rates are published as net prices. Agencies: Request agency rate card.

TERMS

The editor reserves the right to change published rates.

All advertising space is to be paid for in full, per insertion, upon receipt of invoice following publication.

All accounts not paid in full within 30 days of invoice incur a late charge of 18% per annum from the invoice date until paid in full.

ADVERTISING RESPONSIBILITY

All advertisements are accepted and published upon the representation that the advertiser and agency, if one, is/are authorized to publish the entire contents and subject matter thereof.

In consideration of the publisher's acceptance of such advertisements for publication, the advertiser and agency, if one, will indemnify and hold the publisher harmless from and against any loss or expense resulting from claims or suits for defamation, libel, violation of privacy, plagiarism and/or copyright infringement.

Publisher is not responsible for any errors in key numbers. Any required modification of copy submitted as camera ready will be charged to the advertiser.

NAIFA-FLORIDA JOURNAL ADVERTISING TERMS AND CONDITIONS ADVERTISING GUIDELINES

- Advertisements for alcoholic beverages will not be accepted.
- Ads concerning gambling ventures (Florida Lottery, jal alai, etc.) will not be accepted.
- Ads may not contain reference to specific agents commissions (9.5%, 6%, etc.). Rather, encourage the use of adjectives such as "high" commissions or "excellent" commissions.
- Ads attempting to recruit agents (proselytizing) are not permitted.
- All ads must contain the name of either the company or the name of at least one individual as a contact.
- No blind ads.
- Ads may not contain specific language or even allude to products, organizations, companies, groups of people or individuals as being endorsed by NAIFA-Florida, its Officers, Board of Directors, Members, or its employees, without the express written consent of NAIFA-Florida.
- Ads may not contain indecent language or art work, nor may ads contain sexual reference or innuendo.
- All ads less than full page size (except back cover) must be surrounded by a border no less than .5 point and no larger than six points.
- NAIFA-Florida Journal does not pay advertising agency commission. Rates to agencies are net.
- Final approval of all advertisements submitted for publication to be determined by the Editor of NAIFA-Florida Journal.

AVAILABILITY/PLACEMENT

- All advertising is booked on a first-come, first-served basis.
- All advertising will be located in accordance with available space at the sole discretion of the Editor.

AD COPY

- Insertion requests may accompany but not replace the NAIFA-Florida Journal Contract or Terms and Conditions.
- No conditions, printed or otherwise, appearing on the insertion order, billing instructions, or copy instructions, which conflict with the publisher's stated policy will be binding on NAIFA-Florida or the Editor.
- Every effort will be made to accommodate specific requests but all decisions are that of the Editor.
- ELECTRONIC FILES: See mechanical specifications. For files not in compliance, \$50 hourly charge to convert.
- Reproduction material will be returned after publication only upon request by the advertiser before production commences.
- Editor reserves the right to alter any printing materials received at variance with mechanical requirements and to trim, reset, or change copy to standard sizes. Charges for typesetting, alterations, additions, or other preparations necessary for printing will be billed back to the advertiser as production charges.
- NAIFA-Florida and Editor accept no liability for changes to ad copy not furnished as camera ready by the advertiser.
- The Editor reserves the right to reject any advertising. All advertising is accepted and published upon authorization from the advertiser to publish the entire contents and subject matter thereof. The advertiser agrees to hold the Editor and NAIFA-Florida blameless from all claims, damages, and expenses arising out of any advertising accepted.
- Acceptance and publication of advertising does not imply endorsement of any advertiser or the contents of any advertisement by the Florida Association of Insurance and Financial Advisors, its officers, board of directors, members, or employees.

RENEWALS

- Preferred position advertisers with Annual Contracts will have the option to renew the contract before the space is offered as available to other advertisers. A new contract will be sent to the advertiser for renewal purposes no later than 60 days prior to the expiration of the current contract.

**Call Bob Lotane at (850) 422-1701
for further information.**

2008-09 CONFIRMATION/INSERTION ORDER

NAIFA-Florida's Journal reaches 4,200 dues-paying insurance professionals . . . financial planners, employee benefits experts, diverse financial advisors and selected industry leaders in Florida.

► **PUBLICATION**



JOURNAL

The Official Publication
of NAIFA-Florida

**To reserve your space, please
FAX this insertion order to
(850) 422-2762**

► **ADVERTISER**

Name _____

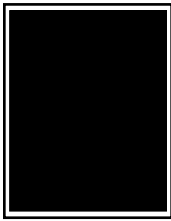
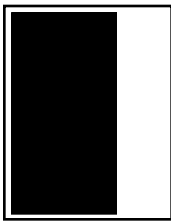

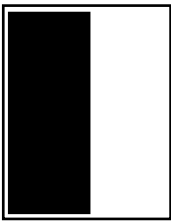

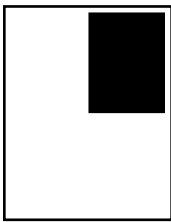
Address _____

City _____ State _____ Zip _____

Contact _____ Telephone _____

Agency Order: YES NO

► **AD SIZE** *Type and essential material must be
1/4 inch from trim size on any bleed ad.*

<input type="checkbox"/> Full Page 	<input type="checkbox"/> 2/3 Page 
<input type="checkbox"/> 1/2 Page horizontal 	<input type="checkbox"/> 1/2 Page vertical 
<input type="checkbox"/> 1/3 Page 	<input type="checkbox"/> 1/4 Page 
<input type="checkbox"/> Other Please specify _____	<p>► ISSUE</p> <input type="checkbox"/> Winter <input type="checkbox"/> Spring <input type="checkbox"/> Summer <input type="checkbox"/> Fall

► **COST**

Space and Frequency:

\$ _____ / Issue x _____ Issues \$ _____

Color: _____ \$ _____

Placement: _____ \$ _____

Typesetting: _____ \$ _____

Other: _____ \$ _____

Tax: _____ \$ _____

TOTAL COST \$ _____

► **SIGNATURE**

Please sign after you have read the publisher's terms and are in agreement with this confirmation order:

Authorized signature:

► **PAYMENT**

Make all checks payable to: Florida Association of Insurance and Financial Advisors

Send ad materials to: NAIFA-Florida, 1836 Hermitage Blvd., Ste. 200, Tallahassee, FL 32308-7706

Send payment to: NAIFA-Florida, 1836 Hermitage Blvd., Ste. 200, Tallahassee, FL 32308-7706

QUESTIONS?

Call Bob Lotane (850) 422-1701