



# 2020 Finseca Magazine Advertising Insertion Order Form

ADVERTISER \_\_\_\_\_

CONTACT NAME \_\_\_\_\_

CONTACT EMAIL \_\_\_\_\_

CONTACT PHONE \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

SIGNATURE \_\_\_\_\_

## CIRCULATION & ADVERTISING RATES

**Circulation** = 5,800 **Frequency** = 6 editions per year (2021 production dates TBD)

| Ad Size            | 1 Edition                        | 2 Editions                       | 4 Editions                       | 6 Editions                       |
|--------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|
| Two-Page Spread    | <input type="checkbox"/> \$8,900 | <input type="checkbox"/> \$8,600 | <input type="checkbox"/> \$8,300 | <input type="checkbox"/> \$8,000 |
| Full-Page or Cover | <input type="checkbox"/> \$4,500 | <input type="checkbox"/> \$4,250 | <input type="checkbox"/> \$4,000 | <input type="checkbox"/> \$3,750 |
| Half-Page          | <input type="checkbox"/> \$3,000 | <input type="checkbox"/> \$2,800 | <input type="checkbox"/> \$2,600 | <input type="checkbox"/> \$2,400 |

## ADVERTISING DEADLINES

| Edition           | Ad Reservation Deadline | Ad Submission Deadline |
|-------------------|-------------------------|------------------------|
| September/October | July, 24, 2020          | July 31, 2020          |
| November/December | October 1, 2020         | October 8, 2020        |

## ADVERTISING SPECS

| Two-Page Spread Specs           | Full-Page or Cover Specs       | Half-Page Specs              |
|---------------------------------|--------------------------------|------------------------------|
| Trim Size = 17"W x 10.875"H     | Trim Size = 8.5"W x 10.875"H   | Trim Size = 7.375"W x 4.75"H |
| Bleed Size = 17.25"W x 11.125"H | Bleed Size = 8.75"W x 11.125"H | Bleed Size = Same as Trim    |

**Ads:** Print-ready PDF must be submitted in 300-ppi resolution. Fonts must be embedded and images in CMYK. Use a minimum rule weight of .25 point. All type should be at least 1/4" from edge of the trim size. **Advertorials:** No more than 475 words with high-resolution headshot.



**ADVERTISING RESERVATION, SUBMISSION & QUESTIONS**

---

Please reserve advertising space and submit advertising artwork to:

Katie Harrington | Director, Corporate Partnerships

Email: [harrington@aalu.org](mailto:harrington@aalu.org) | Office: 703-641-8140 | Mobile: 202-975-9130

## Finseca Advertising Terms & Conditions

1. No advertisements that sell commissionable products (with the exception of individual or group health insurance, disability insurance, long-term care, medical supplement, dental or eye care insurance, group legal, and international travel medical and disability insurance) will be accepted. Recruiting ads are not accepted.
2. It is agreed by the parties to this contract that the final determination for acceptance or rejection of any advertisement shall be made by FINSECA. Advertisers and advertising agencies are jointly responsible for payment of all insertions. Advertiser/advertising agency agrees to pay a monthly interest charge of 1.5 percent on all invoices more than 30 days past due.
3. Insertion instructions must be supplied in writing for every advertisement. Verbal agreements are not recognized.
4. No conditions, printed or otherwise, appearing on the insertion order, billing instruction, or copy instructions that conflict with the publisher's stated policies will be binding on the publisher unless agreed to by the publisher.
5. Publisher controls location of insert.
6. Cancellations are not accepted and copy corrections are not guaranteed after space closing date.
7. Commission in the amount of 15 percent of the gross rate is permitted for recognized advertising agencies on charges for space, color, and position. Commission is not permitted on other production charges. No cash discounts.
8. A signed insertion order is construed as an acceptance of all of the rates and conditions under which advertising is sold.
9. Advertiser and advertising agency agree to indemnify, defend, and hold harmless the publisher from any and all liability for content (including text, illustrations, representations, sketches, maps, trademarks, labels, or other copyrighted matter) of advertisement printed or the unauthorized use of any person's name or photograph arising from the publisher's reproduction and publishing of such advertisement pursuant to the advertisers' or agency's order.
10. Advertiser and advertising agency acknowledge that, to the best of their knowledge and belief, products and services advertised meet the requirements of applicable state and federal laws and are as warranted.
11. The publisher's liability for any error will not exceed the charge for the advertisement in question.
12. The publisher assumes no liability if for any reason it becomes necessary to omit an advertisement.
13. Publisher is not liable for delays in delivery or nondelivery in the event of an act of God, action by any governmental or quasigovernmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of publisher affecting production or delivery in any manner.
14. The publisher reserves the right to limit the size of space to be occupied by an advertisement.
15. Any deliberate attempt to simulate the publication's format is not permitted, and the publisher reserves the right to place the word "advertisement" at the top of an advertisement that, in the publisher's opinion, resembles editorial matter.
16. The publisher will destroy all advertising materials within one year if disposition instructions are not furnished.
17. The index of advertisers is prepared under the regulations and policies of the publisher as an extra service to the advertiser over and above its space order. The publisher, therefore, does not assume liability for errors in the index, notwithstanding all normal precautions.
18. Failure to make the order correspond in price or otherwise with the rate schedule is regarded only as a clerical error, and publication is made and charged according to the terms of the schedule in force without further notice.

19. The publisher assumes no liability for errors or omissions in key numbers, its readers' service section, readers' service numbers, or advertiser's index.
20. Advertisements ordered set and not used will be charged for composition.
21. Any production charges incurred for advertising material not received in the specified formats and requirements will be charged back to the advertiser, plus 10 percent. Ad agencies: these charges are noncommissionable.