

Government Finance Review

About the Magazine

Government Finance Review is the Government Finance Officers Association's bimonthly membership magazine. It publishes articles in the forefront of the public finance profession, touching on topics such as fiscal first aid, performance measurement and management, new accounting and auditing standards, strategic budgeting, groundbreaking technology for government finance, innovations in public investing and debt management, and the expanding role of the government finance officer in areas such as economic development and financial sustainability. With each issue, the magazine explores best practices in the realm of government finance, suggests solutions to questions facing public finance officers, reports the latest news in governmental accounting, examines intergovernmental affairs, and provides the latest information in the field.

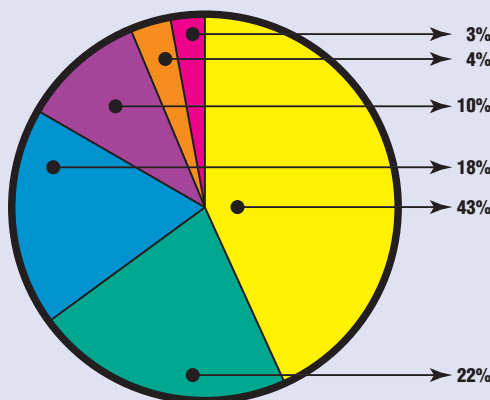
A subscription to *Government Finance Review* is included with GFOA membership, or subscribe at \$35 a year. Visit www.gfoa.org to order your subscription.

- **Total Circulation:** 18,100
- **Audit:** U.S. Post Office
- **Circulation:** Primarily United States and Canada

Audience

Government Finance Review readership includes:

- Accountants
- Bankers
- Auditors
- Bond Counsel
- Budget Officers
- Financial Advisors
- Elected Officials
- Consultants
- Managers
- Investment Brokers and Dealers
- Retirement System Administrators
- Professors
- Treasurers
- Students
- Technology Vendors



About the GFOA

For more than a century, the GFOA has been dedicated to enhancing the professional management of governments for the public benefit. Membership includes nearly 18,000 local, state, and provincial-level government finance officials and other public finance specialists. These finance professionals look to *Government Finance Review* to learn about a broad range of public finance topics in the following areas:

- Accounting, Auditing, and Financial Reporting
- Budgeting and Financial Planning
- Debt Management
- Management
- Pension and Benefit Administration
- Technology
- Treasury and Investment Management

■ 43% City Governments

■ 10% Nongovernment Private Sector

■ 22% Special District Governments

■ 4% State/Provincial/Federal Governments

■ 18% County Governments

■ 3% Government Retirement Systems

ADVERTISING RATES & SCHEDULE

Payments/Discounts

Prepayment or a valid purchase order is required. A ten percent discount will be given to all advertisers that pay in advance. Checks and/or money orders should be made payable to the Government Finance Officers Association. Amex, Discover, MasterCard, and Visa are accepted. Prepayment will be refunded if any advertising is deemed unacceptable by the publisher. A valid purchase order number must be provided if not prepaid. If any discount contract is not completed, discounts will be rescinded and the advertiser billed. No ad will be accepted if the advertiser has an outstanding balance with the GFOA.



Display Advertising Rates	4-Color			Black & White		
	1x Rate	3x Rate	6x Rate	1x Rate	3x Rate	6x Rate
Full page	\$3,390	\$3,325	\$3,230	\$1,505	\$1,425	\$1,315
Full page inside front cover	\$4,815	\$4,750	\$4,655	n/a	n/a	n/a
Full page inside back cover	\$5,055	\$4,990	\$4,895	n/a	n/a	n/a
2/3 page (vertical)	\$3,035	\$2,985	\$2,915	\$1,080	\$1,020	\$ 940
1/2 page (horizontal/vertical)	\$2,980	\$2,925	\$2,855	\$1,030	\$ 965	\$ 870
1/3 page (square/vertical)	\$2,890	\$2,860	\$2,820	\$ 905	\$ 870	\$ 825
1/4 page (vertical)	\$2,625	\$2,580	\$2,520	\$ 780	\$ 745	\$ 700

Issuance and Closing Dates

Issue Date	Insertion Due	Material Due
February	Dec 15	Jan 2
April	Feb 15	Feb 24
June	Mar 15	Apr 15
August	June 15	July 1
October	Aug 15	Sep 1
December	Oct 15	Nov 1

Agency Commission

A 15 percent agency commission discount is allowed to recognized agencies. No cash discounts are given.

Publisher's Copy Protection Clause. Advertisers and their advertising agencies assume liability for their ad content including text, representations, and illustrations of advertisements printed and also assume responsibility for any claims arising therefrom made against the publisher. As a condition of advertising, advertisers and their advertising agencies agree to indemnify, protect, and hold harmless the publisher from any claims, damage, or expense resulting from printing and publishing of any advertisement.

Publisher reserves the right to add the word "Advertisement" at the top of any page which, in the publisher's judgment, too closely resembles *Government Finance Review* editorial pages.

No conditions, printed or otherwise, appearing on contracts, orders, or copy instructions which conflict with the provisions of the current rate card will be binding on the publisher.

The publisher reserves the right to reject or cancel any advertising any time prior to the date of publication.

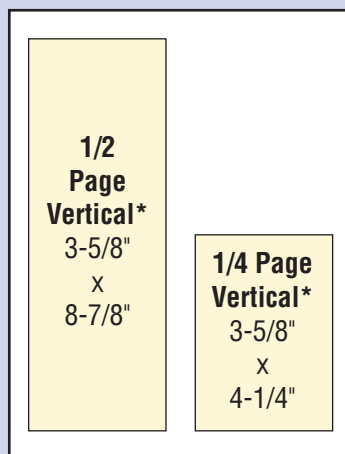
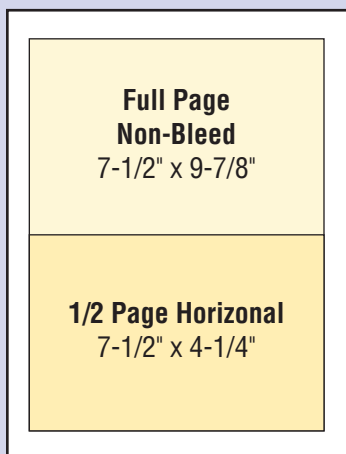
ADVERTISING SPECIFICATIONS

General Specifications	
Magazine trim size	8-1/2" x 10-7/8"
Printed page size	7-1/2" x 8-7/8"
Columns per page	2 (Features – front of book) 3 (Departments)
Column width	2-5/16" (Features – front of book) 3-5/8" (Departments)
Column depth	8-7/8"
Colors	Four-color
Printing	Offset (sheet-fed)
Paper	70 lb. text white coated stock 80 lb. cover coated stock
Binding	Perfect bound
Line screen	133
Bleed Allow	1/4"; live copy 3/16" from trim

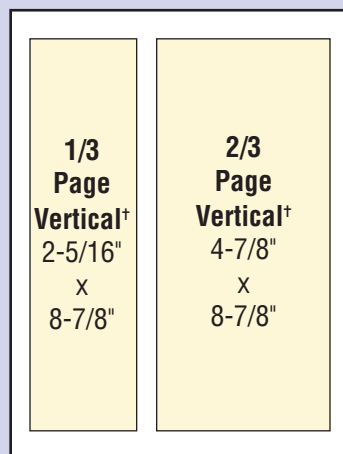
Advertising Specifications	
Full page, full bleed	8-1/2" x 10-7/8" with 1/4" bleed
Full page	7-1/2" x 9-7/8"
2/3 page vertical	4-7/8" x 8-7/8" (Only in Departments)
1/2 page vertical	3-5/8" x 8-7/8" (Only in Features)
1/2 page horizontal	7-1/2" x 4-1/4"
1/3 page square	4-7/8" x 4-7/8" (Only in Departments)
1/3 page vertical	2-5/16" x 8-7/8" (Only in Departments)
1/4 page vertical	3-5/8" x 4-1/4" (Only in Features)

Tip-Ins/Inserts

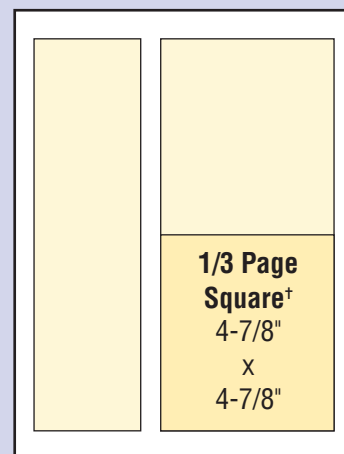
Please contact the advertising manager for insert specifications and rates.



* Only available in Features section.



+ Only available in Departments section.



+ Only available in Departments section.

Advertising Submission

Ads should be supplied as electronic files. Please convert all colors to CMYK, and remove crop marks from PDF files.

Costs of forwarding advertising material are borne by the advertiser. All supplied advertising will be destroyed after one year of last use unless instructed otherwise in the insertion order. No materials will be returned unless specifically requested in insertion order. Proofs must be supplied for all ads. Color advertisers to supply two progressive proofs in addition to above materials. Typesetting, art composition, or paste-up services performed by the publisher are rebillable to the advertiser. Proofs are available prior to printing only on request from the advertiser.

Send materials directly to:

Advertising Manager
Government Finance Review
203 North LaSalle Street
Suite 2700
Chicago, IL 60601-1210
or via e-mail to: gfrads@gfoa.org

Advertiser (Client) _____

Contact _____

Address _____

City _____

State/Province _____ Zip/Postal Code _____

Phone _____ Fax _____

E-mail _____

Agency _____

Contact _____

Address _____

City _____

State/Province _____ Zip/Postal Code _____

Phone _____ Fax _____

E-mail _____

Agency/Client Acceptance

By signing this contract you are agreeing to follow all advertising conditions listed in the rate card. I, the duly authorized representative of the undersigned company, on behalf of said company, agree to all the parts and terms of the contract. Please refer to the current rate card for specific rates and production information.

Company _____

Contact _____

Authorized Signature _____

Title _____ Date ____/____/____

Specifications

Please publish in *Government Finance Review* according to the following specifications:

Frequency

1x 3x 6x Other: _____

Months of Insertion	Year	Months of Insertion	Year
<input type="checkbox"/> February	_____	<input type="checkbox"/> August	_____
<input type="checkbox"/> April	_____	<input type="checkbox"/> October	_____
<input type="checkbox"/> June	_____	<input type="checkbox"/> December	_____

Size

- Full Page
- 2/3 Vertical
- 1/2 Vertical
- 1/2 Horizontal
- 1/3 Square
- 1/3 Vertical
- 1/4 Vertical

Special Placement

- Inside Front Cover
- Inside Back Cover
- Other *specify* _____

Color

- B&W
- 4-Color

Materials E-mail CD

PLEASE SEND ME MORE INFORMATION ON:

- GFOA Membership
- GFOA Annual Conference/Exhibiting

Materials to come from

Company _____

Contact _____

Phone _____

Special Instructions _____

Send Materials Directly To:

Advertising Manager *Government Finance Review*

203 North LaSalle Street • Suite 2700 • Chicago, IL 60601-1210

Cost Per Insertion See current rate card

Space \$ _____

Special Position _____

Other _____

Prepayment Discount (10%) _____

Agency Discount (15%) _____

Total Cost Per Ad \$ _____

Payment Information (Please Check One)

Fees must be paid in U.S. dollars by check, credit card, or purchase order.

Please do not submit duplicate copies.

Payment by Check or Money Order:

Payable to "Government Finance Officers Association"

Send to: GFOA • 3076 Eagle Way • Chicago, IL 60678-1030

Check # _____ Check Date _____

Payment by Credit Card, Fax: (312) 977-4806

Send to: GFOA • 203 N. LaSalle St. • Suite 2700 • Chicago, IL 60601-1210

Amex Discover MasterCard VISA

Name on Card: _____

Title: _____

Account Number: _____

Exp. Date: ____/____/____ **(Mandatory)**

Signature: _____

Date ____/____/____

Bill Me. (Scan and e-mail it to: gfrads@gfoa.org or Fax: (312) 977-4806.)

Insertion Order/P.O. No: _____

(Pre-payment or a valid insertion order/purchase order number is required.)

Accepted by *Government Finance Review*

Signature _____

Date ____/____/____

Return to: Advertising Manager, *Government Finance Review*

203 N. LaSalle Street, Suite 2700, Chicago, IL 60601-1210

Phone: 312-977-9700, Fax: 312-977-4806, e-mail: gfrads@gfoa.org