



FINANCIAL & SECURITY PRODUCTS
ASSOCIATION

Financial & Security Products Association
Plaza Ladera, 5300 Sequoia Road NW, Albuquerque, NM 87120
Telephone: 800.843.6082--Telephone: 505.839.7958--Fax: 505.839.0017
Email: jv@fspa1.com
Email: liz@fspa1.com
Website: www.fspa1.com

Advertising Rate Sheet

Size	Members	Non-Members
<u>Full Page (8.5x11)</u>		
1 month	\$150 per month	\$200 per month
3 months	\$ 85 per month	\$150 per month
6 months	\$ 75 per month	\$125 per month
<u>1/2 Page (8.5x5.5)</u>		
1 month	\$ 75 per month	\$125 per month
3 months	\$ 65 per month	\$ 95 per month
6 months	\$ 55 per month	\$ 85 per month
<u>1/4 Page (4.5x5.5)</u>		
1 month	\$ 45 per month	\$ 75 per month
3 months	\$ 40 per month	\$ 65 per month
6 months	\$ 35 per month	\$ 55 per month
<u>1/8 Page (business card size)</u>		
1 month	\$ 30 per month	\$ 40 per month
3 months	\$ 25 per month	\$ 35 per month
6 months	\$ 20 per month	\$ 25 per month

Newsletter Ads:

Please e-mail your advertisement to the FSPA office to jv@fspa1.com or liz@fspa1.com.
no later than the 23rd of the month. This ad will be placed in the next month's issue.

1. All ads should be supplied in BLACK and WHITE only.
2. Erase all extra colors, including AUTO, so that all of the ad is black
3. File formats supported by our printing company: eps, tiff or pdf
4. EPS files created in Illustrator, Freehand or CorelDraw should have fonts converted to outlines/curves.
5. Pdf files should be created using the Print Optimized mode for the best resolution.
The option to Embed All Fonts should be selected.
6. All ads should be created 100% of the size to be used in the newsletter.

Inserts:

Company Flyers or Company Marketing Materials

1. Please send the FSPA office 270 original pieces to place in all Dealers & Associates envelopes.
2. Please send the FSPA office 400 original pieces to place in all envelopes.
3. Please send inserts to the FSPA office by the 25th day of the month.
We will include these in the following month newsletters.
4. Cost: \$140.00* (single-side or double-side page inserts only).

*Cost slightly higher for multiple-page inserts.

FSPA reserves the right to downsize and/or resize advertisement to fit space available for size ordered.