MEDIA KIT
2022

Ground-breaking peer-reviewed articles and timely columns by industry experts in all disciplines of financial services

NATIONAL SALES REPRESENTATIVE
The R.W. Walker Company
450 North Brand Blvd., Ste. 600
Glendale, CA 91203
925-648-3101 | mike@rwwcompany.com

www.SocietyofFSP.org
In the world of financial services, the Journal speaks volumes.

For over 75 years, the Journal of Financial Service Professionals has set the standard for excellence as one of the most enduring and prestigious journals in the financial advisory field. From its roots in insurance, pensions, and estate planning, the Journal has evolved into a vehicle for groundbreaking applied research in all areas of financial services, including retirement planning, investments, tax, economics, ethics, and other topics of concern to financial advisors.

Unlike other publications focused on one discipline or specialty, the Journal is distributed to attorneys, accountants, Certified Financial Planners®, and other accomplished practitioners who comprise FSP membership. In addition, the Journal reaches nonmember subscribers and is distributed to an extensive list of libraries and information databases throughout the United States and Canada.

Subscribers find the Journal indispensable when it comes to keeping abreast of the rapid changes and ever-increasing complexities in the financial services industry.

Editorial Content

A blind peer-reviewed bimonthly periodical, the Journal publishes insightful articles that enhance the ability of financial advisors to serve their client base. In addition, every issue contains columns written by the industry’s best, offering the kind of analysis not found in other sources.

Topics include:

- Accounting & Taxation
- Economics & Investment Management
- Estate Planning
- Ethics & Regulation
- Executive Compensation
- Financial Gerontology
- In the Client’s Best Interest
- Insurance & Risk Management
- Practice Management
- Social Security Planning

The Journal’s editor is Kenn B. Tacchino, JD, LLM, professor of taxation and financial planning at Widener University, Chester, Pennsylvania.
Special Interest Editorial: Journal of Financial Service Professionals

This high-impact editorial program will drive your company’s brand presence to the next level. By combining your content knowledge with the editorial expertise of the Journal of Financial Service Professionals’ writing group, we can work together to create custom editorial content. The end result will be a high-quality feature article written on the topic of your choice. Smoothly integrated into the targeted digital issue of the Journal that best aligns with your topic area, the article will be clearly designated as sponsored content. Your company will be prominently highlighted in all promotions announcing publication of that issue.

The program includes:

- A two-page article, which will appear in the targeted digital version of the Journal issue of your choice
- A professional Journal writer to interview your experts, research and write the article, design and edit the final custom article which will be provided to you for editing and final approval of article content
- Your company listed in the digital issue index of advertisers
- Promotion of the article and your company in an email announcing the Journal issue to full FSP database of 29,000
- Promotion in the FSP Resource Center and the Journal digital archives
- PDF of the article in finished format for your promotional efforts

The cost of a special interest editorial is $12,000.

Journal Impact Package

This exclusive one-year sponsorship of the digital edition of the Journal of Financial Service Professionals will expand your company’s reach and increase visibility. Our cross-platform digital issue ensures your message will reach our readers, any time, any place, as they access the industry’s most respected resource.

Additional benefits include:

- Your company listed in the digital issue index of advertisers for one year
- Two full-page ads in selected issues of the digital version of the Journal with option for placement as Presentation Ad—high-impact positioning adjacent to front cover
- Two banner ads on each “Journal Highlights” email, sent to full database of 29,000, announcing publication of issue (includes one leaderboard and one medium rectangle)
- Digital bellyband in every issue

The cost of the Journal Impact package is $27,000.
2022 Editorial Calendar and Closing Dates

Each issue of the Journal will feature the most relevant and timely topics of concern for professionals across the financial planning spectrum.

<table>
<thead>
<tr>
<th>Issue</th>
<th>Ad Close</th>
<th>Materials Due</th>
<th>Focus/Possible Topics</th>
<th>Features</th>
</tr>
</thead>
<tbody>
<tr>
<td>May/June</td>
<td>3/25/22</td>
<td>4/1/22</td>
<td>Practice Management &amp; Financial Planning</td>
<td>Ethics &amp; Regulation, Practice Management</td>
</tr>
<tr>
<td>July/Aug.</td>
<td>5/24/22</td>
<td>6/1/22</td>
<td>Tax Strategies &amp; Financial Planning</td>
<td>Accounting &amp; Taxation, Insurance &amp; Risk Management, Tax Compliance</td>
</tr>
</tbody>
</table>

*To ensure coverage of the most timely topics, the Editorial Calendar may be subject to change.
Publisher


   David M. Maola, JD, MBA, CEO and Publisher
   Kenn Beam Tacchino, JD, LLM, Editor
   Anne Rigney, JD, CLU, ChFC, Managing Editor

Editorial Focus

The Journal publishes applied research in all areas of financial planning, including insurance, estate planning, retirement planning, investments, tax, health care, economics, ethics, and other topics of concern to insurance and financial advisors.

Circulation

Circulation in all 50 states, approximately 8,000.

Publisher’s Advertising Policy

Prospective advertising material is accepted only after careful screening to assure that it is constructively consistent with the professionalism and purposes of the Journal and its publisher. All advertising must be in good taste and reflect positively and professionally on the financial services industry. The following are cited as guidelines to types of advertising that are not accepted:

1. Comparisons with named or otherwise identifiable competitive products or companies
2. References to specific compensation levels or other specific financial inducements
3. Advertorials

2022 Print Advertising Rates

<table>
<thead>
<tr>
<th>Space</th>
<th>One Time</th>
<th>Three Times</th>
<th>Six Times</th>
<th>Twelve Times</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 pg.</td>
<td>$5,450</td>
<td>$4,980</td>
<td>$4,440</td>
<td>$4,200</td>
</tr>
<tr>
<td>1/2 pg., vertical</td>
<td>3,650</td>
<td>3,400</td>
<td>3,130</td>
<td>2,960</td>
</tr>
<tr>
<td>1/2 pg., horizontal</td>
<td>3,650</td>
<td>3,400</td>
<td>3,130</td>
<td>2,960</td>
</tr>
<tr>
<td>1/3 pg. vertical</td>
<td>2,740</td>
<td>2,620</td>
<td>2,490</td>
<td>2,360</td>
</tr>
</tbody>
</table>

All rates include 4-color. There is no extra charge for bleed ads.

The publisher of the Journal reserves the right to decline advertising that violates the guidelines, detracts from the publication’s integrity, or is deemed inappropriate to the publication in any way. Publication of an advertisement does not constitute an endorsement by the Journal or its publisher of the product or services advertised.
Premium Positions

- 2nd cover, earned space rate plus 20%
- 3rd cover, earned space rate plus 15%
- 4th cover, earned space rate plus 25%
- Cover positions can be combined with ROB space to earn lower frequency rates. However, 4th cover must be 4-color and at either a 3x or 6x consecutive frequency.
- Pages facing Table of Contents: earned space rate plus 15%

Multiple Placement Discounts

Special discounts are available for multiple (3x or more) placements. Contact R.W. Walker Company at 925-648-3101 for details.

Guaranteed Positions

Other than premium positions, no positions are guaranteed.

Inserts

Contact R.W. Walker Company, 925-648-3101, for rates and production specifications. Inserting charges are noncommissionable to agencies.

Business Reply Cards

Business reply cards are accepted with full-page ads only. Cards will be jogged to the top of the page unless otherwise indicated in writing. Contact R.W. Walker Company, 925-648-3101, for rates and production specifications. Inserting charges are noncommissionable to agencies. For publisher to print cards, please request price quotation.

Agency Discounts

Recognized agencies—15% of gross rates including position charges. No cash discount.

Short Rates and Credit Memos

Rates are based upon total number of space units used or placed within a 12-month period. Frequency rates are also earned with additional pages within any given issue. A short rate will be issued to advertisers who do not use space in accordance with their prior billing frequency. Credit memos will be issued or can be applied to future insertions if any insertions have been used in excess of the billing frequency rates. Any advertiser who has one unpaid invoice will not be permitted to place further insertions until the invoice has been paid.

Ad Cancellations/Changes

No cancellations of space orders or changes to ad materials can be accepted after published closing dates. Additionally, the publisher cannot be held responsible for faulty ad materials or incomplete insertion orders.

See Editorial Calendar for closing dates.

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Print Advertising Specifications

Magazine trim and bleed sizes

Printing Process

ROB: Web offset | Covers: Sheetfed offset
- B&W and 2-color screen, 133 line recommended; 150 line maximum. B&W and 2-color density; maximum 170%. Second color not to exceed solid.
- 4-color screen, 133 line recommended; 150 line maximum. Density for 4-color: maximum 280%; yellow 10-15%; red 20-30%; blue 50-60%; black solid. Rotation of colors: black, blue, red, and yellow.

Binding Method: Perfect

Paper Stock:
ROB: 50 lb. matte coated | Covers: 100 lb. gloss coated text

Ad Submission Guidelines

- Publisher requires that ad materials be supplied in PDF x1-a (2001) format. *(Note that this format is an output option in InDesign and will embed fonts and flatten transparencies automatically.)*
- For optimal reproduction, maximum total ink density of 300% is recommended.
- Images must be high resolution (300 dpi).
- Color space must be CMYK, grayscale, or spot color. No RGB, LAB color or embedded color profiles. Maximum total area coverage (TAC) not to exceed 300%.
- All transparencies must be flattened. Acrobat compatibility should be Acrobat 4 (PDF 1.3).
- All fonts must be embedded.
- Minimum size of type intended to knockout is 8pt.
- Ads that are intended to bleed must be supplied with .125” extra image beyond the trimmed edge.

Bleed Sizes:

<table>
<thead>
<tr>
<th>Spread</th>
<th>15 x 10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>7 1/2 x 10</td>
</tr>
<tr>
<td>1/2 page, horizontal</td>
<td>6 1/4 x 5</td>
</tr>
<tr>
<td>1/2 page, vertical</td>
<td>3 1/8 x 8 1/4</td>
</tr>
<tr>
<td>1/3 page, vertical</td>
<td>3 1/8 x 6</td>
</tr>
</tbody>
</table>

Magazine trim size: 8 1/4 x 10 7/8

Proofs

All proofs must be produced from the final file submitted. Proofs must be imaged at 100% scale and in accordance with SWOP specifications. All color ad proofs require a SWOP-certified contract color proof, which includes a SWOP proofing bar or a GATF proof comparator. For a list of current SWOP-approved proofs visit www.swop.org/certification/systemlist.asp. Proofs generated from any of the approved devices are acceptable. Desktop inkjet printer proofs do not meet SWOP specifications. Our printer cannot guarantee color match unless acceptable proof is provided. If a contract color proof is not supplied our printer will run to standard ink densities and dot gains.

Shipping Instructions

Correspondence, contracts, insertion orders, and advertising materials should be sent to:
The R.W. Walker Company, 450 North Brand Blvd., Ste. 600, Glendale, CA 91203
925-648-3101 | mike@rwwcompany.com