



Financial & Security Products Association  
Plaza Ladera, 5300 Sequoia Road NW, Albuquerque, NM 87120  
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Email: [jv@fspa1.com](mailto:jv@fspa1.com) Email: [liz@fspa1.com](mailto:liz@fspa1.com) Website: [www.fspa1.com](http://www.fspa1.com)

## Advertising Rate Sheet

<u>Size</u>	<u>Members</u>	<u>Non-Members</u>
<b>Full Page (8.5x11)</b>		
1 month	\$125 per month	\$175 per month
3 months	\$ 75 per month	\$125 per month
6 months	\$ 65 per month	\$110 per month
<b>½ Page (8.5x5.5)</b>		
1 month	\$ 65 per month	\$ 85 per month
3 months	\$ 55 per month	\$ 70 per month
6 months	\$ 45 per month	\$ 65 per month
<b>¼ Page (4.5x5.5)</b>		
1 month	\$ 40 per month	\$ 60 per month
3 months	\$ 35 per month	\$ 50 per month
6 months	\$ 30 per month	\$ 42 per month
<b>1/8 Page (business card size)</b>		
1 month	\$ 25 per month	\$ 30 per month
3 months	\$ 20 per month	\$ 25 per month
6 months	\$ 15 per month	\$ 20 per month

**Newsletter Ads:** Please e-mail your advertisement to the FSPA office to [jv@fspa1.com](mailto:jv@fspa1.com) or [liz@fspa1.com](mailto:liz@fspa1.com), no later than the 25<sup>th</sup> 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 300 original pieces to place in all Dealers Only envelopes.
2. Please send the FSPA office 440 original pieces to place in all envelopes.
3. Please send inserts to the FSPA office by the 25<sup>th</sup> day of the month. We will include these in the following month newsletters.
4. Cost: \$125.00\* (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.*