



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
Full Page (8.5x11)		
1 month	\$125 per month	\$175 per month
3 months	\$ 75 per month	\$125 per month
6 months	\$ 65 per month	\$110 per month
½ Page (8.5x5.5)		
1 month	\$ 65 per month	\$ 85 per month
3 months	\$ 55 per month	\$ 70 per month
6 months	\$ 45 per month	\$ 65 per month
¼ Page (4.5x5.5)		
1 month	\$ 40 per month	\$ 60 per month
3 months	\$ 35 per month	\$ 50 per month
6 months	\$ 30 per month	\$ 42 per month
1/8 Page (business card size)		
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 or liz@fspa1.com, no later than the 25th of the month. This ad will be placed in the next month's issue.

1. All ads should be supplied on one color: black.
2. Optimum resolution for line art is 1200 lpi; half-tones should be 300 dpi; saved as grayscale.
3. File formatted supported by our printing company: tiff, eps, pdf, jpeg
4. Any fonts and imported artwork used to create the ad should be included as separate files. Pseudo-bolding or pseudo-italicizing of fonts should be avoided.
5. EPS files created in Illustrator, Freehand or CorelDraw should have fonts converted to outlines/curves.
6. Photoshop files should be flattened and saved as tif files.
7. Pdf files should be created using the Print Optimized mode for the best resolution. The option to Embed All Fonts should be selected.
8. All ads should be created 100% of the size to be used in the newsletter.

Note: The FSPA office cannot support Quark file format (Macs). Of course, if you use this type of format, you may send your ad directly to our printing company, as such. But, please send this ad to the FSPA office in another format. Thank you.

Inserts – Company Flyers or Company Marketing Materials

1. Please send the FSPA office 350 original pieces to place in all Dealers Only envelopes.
2. Please send the FSPA office 465 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: \$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.