

FMJ Advertising

Size	1X	3X	6X
2-Page Spread	\$6,300	\$5,700	\$5,000
Full Page	\$3,150	\$2,850	\$2,500
1/2 Page	\$2,250	\$2,000	\$1,850
1/3 Page	\$2,000	\$1,850	\$1,650
1/4 Page	\$1,850	\$1,650	\$1,500

NOTE: These prices are for promotional content that contains 60% or more graphic display and 40% or less text. Advertorial content and similar product, service, or brand-oriented articles are available by special arrangement only. Please contact IFMA's Expo and Advertising Team at expoadv@ifma.org or by calling +1-713-623-4362.

Premium Positions

Back cover, inside back cover, opposite inside back cover, inside front cover, and opposite inside front cover \$3,750

Email Sponsor

Exclusive banner-ad per issue. Two emails per issue. \$3,500

Digital Sponsor

Ad placed directly across from cover of digital edition. \$1,500

Advertorial

Exclusive advertorial per issue in both digital and print editions.	4-Page Advertorial	\$13,000
	2-Page Advertorial	\$6,700

Digital Advertising

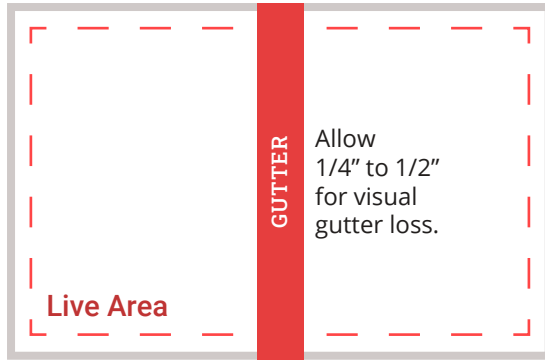
Location	Frequency	Investment
IFMA Website	Monthly flat rate	\$2,350
IFMA WIRE eNewsletter		
▶ Sponsored Content	1 month	\$4,000
	3 month package	\$3,000
▶ Top Banner Ad	1 month	\$3,500
	3 month package	\$2,500
▶ Middle Banner Ad	1 month	\$3,000
	3 month package	\$2,000



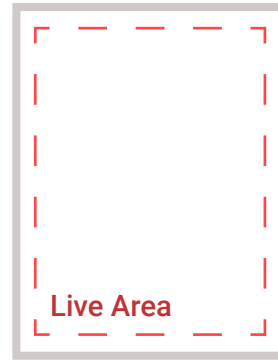
IFMA™

Advertising Specs

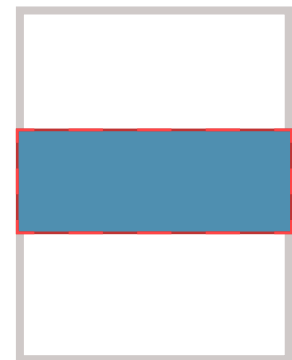
FMJ Print Ad Specifications



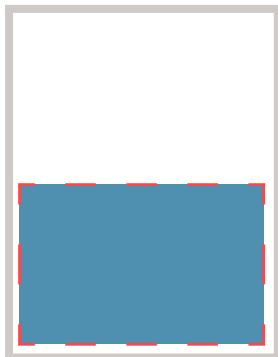
2-Page Spread
10.875" x 16.75" trim
0.125" bleed
(10.375" x 16.25" live area)



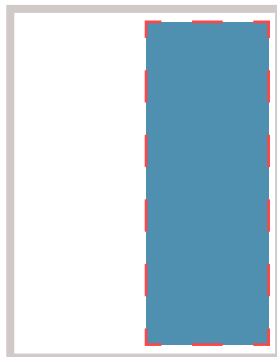
Full Page
8.375" x 10.875" trim
0.125" bleed
(7.875" x 10.375" live area)



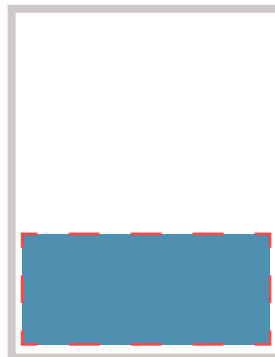
Belly Band
18.8125" x 5"
(inquire for full specs)



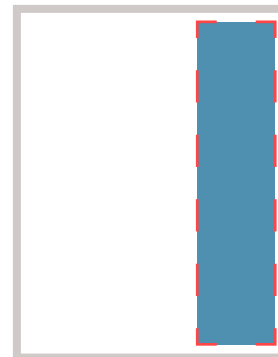
1/2 Horizontal
8" x 5.1875"
no bleed



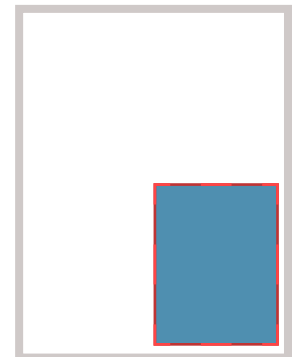
1/2 Vertical
4" x 10.375"
no bleed



1/3 Horizontal
8" x 3.5"
no bleed



1/3 Vertical
2.65" x 10.375"
no bleed



1/4 Page
4" x 5.1875"
no bleed

Digital Ad Specifications

Article Box
300 x 250 px

FMJ Announcement Email
600 x 150px

IFMA WIRE Banner Ad
600 x 150px

Product Demo Video
8.375" x 10.875"; 640 x 480 px(video)

FMJ Print Ad Specifications

- ▶ Minimum print resolution: 300 dpi
- ▶ Convert all colors to CMYK or grayscale. Do not use RGB or indexed color.

File saving and formatting requirements

IFMA uses the Microsoft Windows platform. Do not send files with Mac previews. Only high-resolution digital art submissions are accepted. IFMA does not accept ads saved in page layout programs (QuarkXPress, Adobe InDesign, Pagemaker, etc.). Please submit only .pdf, .eps or .tiff files.

- ▶ **Adobe Acrobat:** Save files in high-resolution press-optimized composite .pdf format.
- ▶ **Adobe Illustrator:** Save files in .eps format. Convert all fonts to outlines. Use CMYK colors. Don't use RGB or PMS spot colors. Include all linked files saved as 300 dpi CMYK .eps or .tiff. Save with IBM (8 bit/pixel) preview with binary encoding. Do not embed color profile (ICC color profile).
- ▶ **Adobe Photoshop:** Save files in .eps or .tiff format at 300 dpi (600 minimum for line art) in CMYK (or grayscale for B/W ads). Rasterize all fonts. Don't use RGB or indexed color. Don't save with .lzw or .jpeg compression. Save with IBM (8 bit/pixel) preview with binary encoding. Do not embed color profile (ICC color profile).

Digital Ad Specifications

File saving and formatting requirements

- ▶ **IFMA.org.** All medium box ads for IFMA.org need to be 300 pixels wide by 250 pixels high in dimension, 72 dpi resolution, in RGB color space and saved as either .gif, .jpg or .png format. Animated .gif files are acceptable. No flash animation. The file size cannot exceed 40K.
- ▶ **IFMA WIRE.** Featured top and middle banner ads must be 600 pixels wide by 150 pixels high in dimension. 72 dpi resolution, in RGB color space and saved as either .gif, .jpg or png format. No flash animation. The file size cannot exceed 20MB.
- ▶ **FMJ Announcement Email.** Email banner needs to be 550 pixels wide by 125 pixels high in dimension, 72 dpi resolution, in RGB color space and saved as either .gif, .jpg or png format. Animated .gif files are acceptable. No flash animation. The file size cannot exceed 20MB.

File Naming & File Transport

Documents should be named by the advertiser's name, product and month/issue advertising. Please email compressed files using WINZIP or Stuffit to diana.maldonado@ifma.org. For large files, please use www.mailbigfile.com. Third-party tags are accepted for web banner ads.