



# Advertising Specifications and Rates

**Space for Color Ads Available**

January 2019

To: Suppliers/Advertisers

From: John F. Cascio, Executive Director

We are now planning our advertising for *The Associate* for the Year 2019. We welcome your inquiries for advertising and in advance we thank you for your past and future support of our newsletter.

The allotted space for advertising fills quickly so please respond as soon as possible using the enclosed invoice (this also is a bill/receipt for your company accounting needs).

Online issues will include all pages, including advertising. As in the past *The Associate* will be placed in the "members only" section of the website.

**Deadline Dates for ads to be in our office:**

January/February Issue - Jan. 15, 2019

March/April Issue - March 15, 2019

May/June Issue - May 15, 2019

July/August Issue - July 15, 2019

September/October Issue - Sept. 15, 2019

November/December Issue - Nov. 15, 2019

**We appreciate your support and look forward to working with you.**

Size	Dimensions <small>Horizontal Measure First</small>	Rate Per Insertion	6 Issues
1/8 Pg	3"x2 1/4"	\$200	\$700
1/4 Pg	3"x4 5/8"	\$225	\$850
1/4 Pg	6 3/16"x2 1/4"	\$225	\$850
1/2 Pg	3"x9 5/8"	\$275	\$1300
1/2 Pg	6 3/16"x4 5/8"	\$275	\$1300
<b>1/2 Pg*</b>	<b>6 3/16"x4 5/8"</b>	<b>\$500</b>	<b>\$2200</b>
Full Pg	6 3/16"x9 5/8"	\$375	\$1700
<b>Full Pg*</b>	<b>6 3/16"x9 5/8"</b>	<b>\$650</b>	<b>\$3500</b>

\* Color available as space allows.  
Contact CFDA for more information

*The Associate* is scheduled to be published 6 times each year. Price for 6 issues (same ad) based on **advanced payment only.**

All ads are black and white unless color is specified and approved by CFDA. Ads may be sent by email in pdf or jpg format.

**Please Note:**

**Full page ads must conform to the size indicated above.**

**Larger ads will be reduced to best fit in the allotted space.**

**1/8th page ad is not regular business card size.** Typesetting only is available for 1/8 page ads at an additional one time \$50.00 charge. Artwork must be sent by email as a pdf or jpg. Charge for other sizes depend on copy and production time. Contact Beverly Matthews, CFDA Graphic Designer, at [bjmdesign1@cox.net](mailto:bjmdesign1@cox.net). Please send logo, ad copy, layout, and fee to the Association office:

CFDA, 364 Silas Deane Highway, Wethersfield, CT 06109.

Non-members and non-advertisers may subscribe to *The Associate* for \$395.00 per year. This will include all newsletters, bulletins, regulations, legislation, educational materials, and notification of events and conventions.

364 Silas Deane Highway • Wethersfield, Connecticut 06109

(860) 721-0234 • Fax (860) 257-3617 • 1-800-919-CFDA • Web: [www.ctfda.org](http://www.ctfda.org) • e-mail: [connfda@aol.com](mailto:connfda@aol.com)

**CFDA 2019 • An Evolution in Service**

# 2019 CFDA Associate Advertising Invoice

Date \_\_\_\_\_

Company \_\_\_\_\_

Contact Person \_\_\_\_\_

Phone Number \_\_\_\_\_ Fax Number \_\_\_\_\_

Email Address \_\_\_\_\_

\_\_\_\_\_ Yes, I am interested in advertising in the CFDA Newsletter.  
which will cover \_\_\_\_\_ ad insertions Size \_\_\_\_\_ B/W \_\_\_\_\_ Color \_\_\_\_\_

Enclosed is my check for \$ \_\_\_\_\_

Credit Card Payment MasterCard \_\_\_\_\_ VISA \_\_\_\_\_

Name on Credit Card \_\_\_\_\_

Credit Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_

Zip Code \_\_\_\_\_ Security Code \_\_\_\_\_

Please make check payable to CFDA and mail with this invoice to:

CFDA  
364 Silas Deane Highway  
Wethersfield, CT 06109  
Attention: John F. Cascio, Executive Director

Be sure to indicate: (1) Number of Insertions (include which months if not inserting in all 6)  
(2) Size of your Ad.

860 721-0234 Office  
860 257-3617 Fax  
800 919-CFDA Toll Free

