

Perspectives.

A PUBLICATION FOR MEMBERS OF THE ASSOCIATION OF FRATERNITY/SORORITY ADVISORS.

Association of Fraternity/Sorority Advisors

Advertising Policy and Rates

(as of May 2008)

The Association of Fraternity/Sorority Advisors (AFA) accepts advertising in *Perspectives* in order for organizations and companies to promote the products, resources, and services available to our members.

As per AFA publication policy, views expressed in advertisements are those of the advertiser, and are not necessarily those of the Association.

The *Perspectives* Editor has the right to reject advertisements due to unacceptable content matter. Appeals may be made to the *Perspectives* Editorial Board, which makes the final decision related to the content of *Perspectives*.

Advertisers may choose to contract for ad space at any time; however, AFA will solicit advertising once each year, when advertising rates are determined. (Please see reverse side of page for 2010 member advertising rates.)

Additional guidelines:

1. Advertisers are to furnish to the AFA Central Office prepared camera ready ads by the specified due date. Please refer to the Advertising Specifications (<http://www.fraternityadvisors.org/Uploads/PublicDocuments/PersAdSheet.pdf>) provided by Innova Ideas & Services for details of mechanical requirements.
2. Submitted copy, including the artwork, is the property of AFA and may not be transferred to another advertiser.
3. Associate members are encouraged to incorporate the official AFA Associate member logo into their ad.
4. Advertisers will be billed directly by AFA and must follow the AFA invoice policy, which states: *All charges and bills due to the Association are due and payable when a bill is received. You have until the payment due date shown on the front of your invoice which is not less than 30 days of posting the bill to pay your balance to avoid imposition of further action. At 30 days, a second invoice will be issued demanding immediate payment. At 60 days, membership will be suspended in the Association and a third invoice will be issued demanding immediate payment and a minimum finance charge of \$.50 will be computed for each day the payment remains at least sixty days past due. At 90 days, membership will be revoked in the Association and a fourth invoice will be issued including the computed finance charge, demanding immediate payment and the billing may be referred for legal assistance.*
 - AFA members will be billed immediately following the publication of the issue containing their ad. Non-members must provide payment with the advertising space request form.
5. Unless authorized in advance, no change shall be made without the consent of the advertiser, except for the correction of typographical errors. The advertiser may be billed for such corrections. The publisher reserves the right to decide on ad placement. There is no guaranteed placement unless position is specifically contracted.
6. The Editor determines advertising space. The Editor shall have the right to omit any advertisements when the space allotted to advertising in the issue for which such advertising is ordered has been all taken, and also limit the amount of space an advertiser may use in any one issue.
7. Cancellation of an advertisement by the advertiser within two weeks prior to the ad deadline will be honored, but a 50% advertisement rate penalty will be assessed.
8. The publication of any advertisement by AFA is not an endorsement of the advertiser or of the products, resources, or services advertised.
9. Advertising rates are not negotiable and are determined by AFA on an annual basis.

Please contact the AFA Central Office if you have further questions.

Association of Fraternity/Sorority Advisors

Perspectives Advertising Plan 2010

Issue	Ad Space Due	Ad Copy Due	Anticipated Delivery
Winter 2010	November 1, 2009	December 1, 2009	January 15, 2010
Spring 2010	February 1, 2010	March 1, 2010	April 15, 2010
Summer 2010	May 1, 2010	June 1, 2010	July 15, 2010
Fall 2010	August 1, 2010	September 1, 2010	October 15, 2010

2010 Advertising Rates for AFA Members

FOUR COLOR *	Ad Size	1 Issue	2/3 Issues	4 Issues
Back Cover	7.5 x 8	\$910	\$820	\$730
Inside Front or Back Cover	7.5 x 10	\$825	\$750	\$675
TWO COLOR	Ad Size	1 Issue	2/3 Issues	4 Issues
Inside Full	7.5 x 10	\$570	\$515	\$460
Inside 1/2 Horizontal	7.5 x 4.75	\$340	\$305	\$275
Inside 1/2 Vertical	3.5 x 10	\$340	\$305	\$275
Inside 1/3 Horizontal	7.5 x 3.25	\$285	\$260	\$230
Inside 1/3 Vertical	2.25 x 10	\$285	\$260	\$230
Inside 1/4 Vertical	7.5 x 2.25	\$230	\$210	\$185
Inside 1/4 Corner	4.75 x 3.5	\$230	\$210	\$185

2010 Advertising Rates for Non-Members

FOUR COLOR *	Ad Size	1 Issue	2/3 Issues	4 Issues
Back Cover	7.5 x 8	\$1,135	\$1,025	\$915
Inside Front or Back Cover	7.5 x 10	\$990	\$900	\$810
TWO COLOR	Ad Size	1 Issue	2/3 Issues	4 Issues
Inside Full	7.5 x 10	\$710	\$640	\$575
Inside 1/2 Horizontal	7.5 x 4.75	\$430	\$385	\$345
Inside 1/2 Vertical	3.5 x 10	\$430	\$385	\$345
Inside 1/3 Horizontal	7.5 x 3.25	\$355	\$320	\$285
Inside 1/3 Vertical	2.25 x 10	\$355	\$320	\$285
Inside 1/4 Vertical	7.5 x 2.25	\$285	\$260	\$230
Inside 1/4 Corner	4.75 x 3.5	\$285	\$260	\$230

* Please contact the Central Office for pricing of four-color ads in other locations.

Association of Fraternity/Sorority Advisors Advertising Request Form for AFA Members

Name: _____

Company/Organization: _____

Address: _____

City, State, Zip: _____

Phone : _____ FAX: _____

E-Mail: _____

Indicate the desired advertisements by entering the appropriate information:

FOUR COLOR *	Ad Size	1 Issue	2/3 Issues	4 Issues
Back Cover	7.5 x 8	\$910	\$820	\$730
Inside Front or Back Cover	7.5 x 10	\$825	\$750	\$675
TWO COLOR	Ad Size	1 Issue	2/3 Issues	4 Issues
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Inside 1/4 Vertical	7.5 x 2.25	\$230	\$210	\$185
Inside 1/4 Corner	4.75 x 3.5	\$230	\$210	\$185

RESERVE YOUR SPACE
What Kind of Ad?
How Many Issues?
Desired Location of Ad?
Initial Here:

* Contact the Central Office for pricing of four-color ads in other locations.

Please note: The Editor determines advertising space. Your preferences will be considered but are not guaranteed.

Invoices for advertising fees will be issued after publication of each issue.

Indicate the issues for advertisement:

Issue	Ad Space Due	Ad Copy Due	Anticipated Delivery
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_____ Fall 2010	August 1, 2010	September 1, 2010	October 15, 2010

Please submit to: *Perspectives Advertising*
 AFA Central Office
 9640 N. Augusta Drive, Suite 433
 Carmel, IN 46032
 317.876.1632 – phone
 317.876.3981 – fax
 info@fraternityadvisors.org

Association of Fraternity/Sorority Advisors Advertising Request Form for Non-Members

Name: _____

Company/Organization: _____

Address: _____

City, State, Zip: _____

Phone : _____ FAX: _____

E-Mail: _____

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Payment must be submitted with this request form.

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