

2010 MEDIA KIT

THE OFFICIAL PUBLICATION OF FiSCA – FINANCIAL SERVICE CENTERS OF AMERICA



currents\$



**CONNECT WITH
FiSCA MEMBERS
AND REACH THE
MOST QUALIFIED
BUYERS IN THE
INDUSTRY**



New in 2010 - Go Live With:
Currents Magazine Online
Gain 24/7 Year-Round Exposure

Inside: Advertising Specifications and Rates, Important Deadline Dates &, More...

ISSUE AND CLOSING DATES FOR 2010

Issue Date	Issue Focus	Publication/ Online Date	Ad Space Closing Date	Ad Material Due Date
Winter	Perception	February 15	January 6	January 20
Spring	Technology/Pre-Show Guide	May 1	March 29	April 5
Fall	Official Show Guide	October 1	August 20	August 27

INSERTION ORDERS:

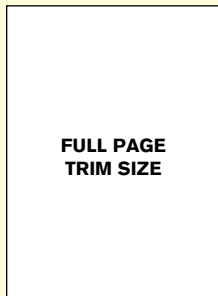
Completed Insertion Orders: Must be received by Advertising Close Date to guarantee placement. Fax completed Insertion Orders to: 203-358-9218, or mail to: Grafico Inc., 6 Landmark Square, 4th Floor, Stamford, CT 06901, Attention: Laura Soldi.

ADVERTISING RATES FOR 2010

FOUR COLOR	1X	3X
Full Page	2800	2605
2/3 Page	2660	2395
1/2 Page	2405	2160
1/3 Page	940	860
Back & Inside Covers	Call for availability	
BLACK AND WHITE	1X	3X
1/4 Page	475	430
1/6 Page	380	345

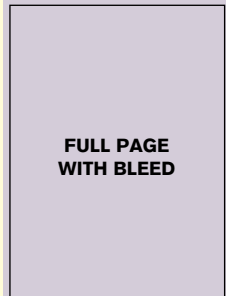
All rates are net.

AD SIZE SPECIFICATIONS FOR 2010



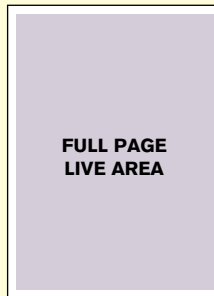
FULL PAGE TRIM SIZE

TRIM - 8 1/4 x 10 7/8
(where crop marks should be)



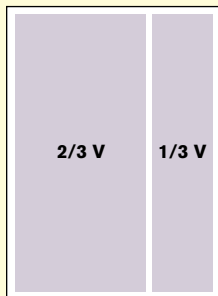
FULL PAGE WITH BLEED

BLEED - 8 1/2 x 11 1/8
(should extend beyond crops)

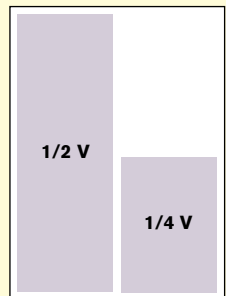


FULL PAGE LIVE AREA

LIVE AREA - 7 1/4 x 10
(keep critical info inside)



2/3 V - 4 3/4 x 9 7/8
1/3 V - 2 1/3 x 9 7/8



1/2 V - 3 1/2 x 9 7/8
1/4 V - 3 1/2 x 4 7/8



1/2 H - 7 1/4 x 4 7/8
1/3 SQ - 4 3/4 x 4 7/8
1/6 V - 2 1/3 x 4 7/8

TO ADVERTISE CONTACT:

Diane Greco, Marketing Director

Phone: 914-666-4150

Fax: 203-358-9218

Email: dgreco@currents-magazine.com

TECHNICAL SPECIFICATIONS

PRINTING SPECIFICATIONS:

Publication printed sheet-fed offset on gloss-coated paper. Saddle-Stitch.

ACCEPTABLE DIGITAL MEDIA:

- **Preferred File Format:** Press-Optimized (High Resolution) PDF files. Also accepted: Mac or PC formatted Quark, Photoshop, Illustrator or In-Design files. Pagemaker is not accepted.
- **Proofs:** Provide digital color proofs for color ads and BW laser printouts for BW ads. We are not responsible for any errors, omissions, re-flow or color accuracy if the required proofs are not provided with digital file submission.
- **Mac or PC-formatted ZIP Discs, CDs or DVDs Must Include:**
 - All screen and printer fonts.
 - All linked digital high resolution images (either EPS or TIFF files) set up for CMYK color (four color process will be used to match PMS colors). Photoshop documents should be at 266 dpi placed at 100%, 133 line screen in Quark.
 - Printed disc directory of all files included on disc and required hard copy proofs.
 - Send to: Grafico, Inc., 6 Landmark Square, 4th Floor, Stamford, CT 06901, Attn: Laura Soldi.

ELECTRONIC FILE SUBMISSION:

- You can easily upload your artwork files to our Currents Extranet:
- Go to www.currents-magazine.com. Click on the Advertise section and select Extranet Submission Instructions from the pull-down menu. You will see an Upload File link on that page along with complete instructions for access to the Currents Extranet.
 - Once the file has been successfully uploaded, a confirmation e-mail must be sent to: lsoldi@currents-magazine.com with date sent and file name(s).
 - Hard copy proofs must accompany all digital file submissions.
 - Send hard copy proofs to:
Grafico, Inc., 6 Landmark Square, 4th Floor, Stamford, CT 06901, Attention: Laura Soldi.

Technical Questions:

Call Laura Soldi at 203-358-9595 ext. 108.

INSERTS:

Call for rates and availability.

DESIGN SERVICES AVAILABLE:

Ads requiring in-house design and production or previous ads requiring changes are due by Advertising Closing Date (see calendar). Please call for more information.

CURRENTS CLASSIFIED ADS YOU WRITE IT AND WE MAKE IT EASY

Advertise in the Currents Classified section, and you'll be reaching the most important decision-makers in the financial service center industry: your fellow FISCA members. The small ad inserts in the Currents Classified section can be an effective and affordable way for you to get the word out that you're looking to sell a location, acquire a business or locations, or sell equipment. Currents Classified run as black and white only. You would only need to submit your copy with an insertion order, and the ad will be designed to fit the space, with an appropriate heading.

Two sizes:

Size A: 2.3" wide x 2" high, fits approximately 40-50 words
- \$120

Size B: 4.5" wide x 2" high, fits approximately 75-80 words
- \$240

RESOURCE CENTER

This directory-style insertion appears in every issue of Currents. Listings are placed in product category order. Each listing consists of: Company name, address, phone, fax, and website. The Resource Center also appears on the Currents website, so your contact information is accessible 24/7. Cost: \$40 per issue, with a four consecutive issue minimum placement.

Full Online Edition Debuts in 2010

More Reach and More Value with *Currents*

These days it takes more than just paper to reach decision makers. That's why *Currents* is introducing its new digital version beginning with the February 15, 2010 issue: a full online replica of our printed product, complete with links that will take readers directly from your ad to your website. *Currents* delivers more reach and more value for the cost of a print advertisement.

- All print advertisements will be included and hotlinked.
- No additional artwork required.
- No additional cost!
- Leverage your brand with a new marketing channel beyond the subscriber list.
- Augment your SEO campaigns.

***Currents* opens up a world of readership possibilities and reach: 24/7**

3X Advertiser Bonus

Book three 2010 issues, and get 12 months online banner advertising on the *Currents* website.

- 3X full page advertisers: Home Page placement
- Other ad sizes: choice of page as space allows.
- Banners link directly to your website.
- Banner specifications: 120 pixels wide x 180 pixels high, 72 dpi, JPEG file

Offer good through February 2010 issue space reservation close: January 6



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Issue Date: May 1, 2010

**Space Reservations
Deadline: March 29, 2010**

Tell Your Own Story in *Currents*' Annual Technology Section

You'll gain valuable advertorial exposure when you participate in the *Currents* Sixth annual Who's Who in Technology special section. This annual feature offers affordable positioning for companies selling software, online or hardware solutions to the owners and senior managers of Financial Service Centers. The section is great exposure for corporate branding, new product launches, and technical papers

Each Who's Who placement includes:

- A half-page article of approximately 385 words of copy that you supply.
- An article headline of up to two lines.
- Your company contact information (logo, address, phone, fax and website).
- A cross-reference to your display ad which appears elsewhere in the magazine if you are also a display advertiser in the May issue.
- You supply the copy, and we lay the article out for you. No artwork required. You only need to send your logo, story and corporate contact information.



Affordable Exposure: \$950 per half page placement

Special Display Advertiser Rate: May issue display advertisers qualify for a \$850 rate.

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