

IFTA JOURNAL 2011 RATE CARD

Editorial and Readership Profile

The annual *IFTA Journal* publishes original, well-documented papers and articles on a diverse range of topics related to the technical analysis of financial and commodity markets. The *Journal* provides colleagues and interested persons with continuing education in Technical Analysis (TA). The broad editorial content helps colleagues remain informed of the developments and leading body of work in Technical Analysis.

The *IFTA Journal* is the only international journal of technical analysis reaching a global audience of interested and dedicated practitioners of TA throughout the financial community. It is received and read by Analysts, Fund Managers, Financial Writers and other decision makers throughout the international financial industry.

The *IFTA Journal* is the key print publication distributed worldwide to over 7000 IFTA colleagues and delegates at the yearly IFTA International Conference.

At selected meetings and seminars, the *IFTA Journal* will be promoted and distributed, building awareness, visibility and providing extra exposure for your message.

Circulation and Readership

Total Circulation..... 10,000 (ca. 7000 through paid membership dues)

Coverage..... Worldwide

Readership served..... Institutional Analysts, Account Mangers, Fund Managers, Investors and Students

Publication Schedule..... Fall 2010

Editorial Committee and Staff

Editor in Chief..... Regina Meani

Editor..... Michael Samerskis

Editor..... Peter Pontikis

Editor..... Mark Brownlow

Staff..... Linda Bernetich






Organizational Affiliation

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Email..... Journal@ifta.org

Advertising Rates (pricing in USD)

	Full Page h 280mm x w 215mm	\$ 1,200.00
	2/3 page h 162mm x w 175mm	\$1,056.00
	1/2 page h 120mm x w 175mm	\$823.00
	1/3 page h 79mm x w 175mm	\$545.00
	1/4 page h 88mm x w 114mm	\$300.00

Preferred Position Rates

Backcover (cover 4)	\$1,800.00
Inside back (cover 3)	\$1,500.00
Inside front (cover 2)	\$1,300.00

2011 Issue Submission Closing Date

May 29, 2010

Material Specifications

The artwork should be supplied as a hi-res PDF if possible. All PDFs submitted must contain 300 dpi hi-res images in CMYK mode and include all fonts. If this is not possible we may be able to take the following file formats but you will need to send all associated files and fonts. QuarkXPress®, Adobe Illustrator®, Adobe Photoshop®, Adobe InDesign®.

Mac or PC formats on above applications accepted. Do not submit your ad created in any of the Microsoft Office products (Word, PowerPoint, Excel), Publisher, Corel Draw or Multi Ad Creator.

Tiff's and JPGs (no compression) are also accepted but quality is generally lower unless the file is 450dpi at 100%.

Printing

Perfect binding Journal/Book Format, 8.5" x 11", 80# gloss weight. Aqueous Coating on covers. (This is a clear water

based coating that adds a high gloss finish and additional protection to the *Journal*, and will give your printed advertisement a richer look.)

General Information

Principles Governing Advertising in the *IFTA Journal*

These principles, developed jointly by the editorial committee of IFTA, are applied by the International Federation of Technical Analysts (IFTA) to ensure adherence to the highest ethical standards of advertising and to determine the eligibility of products and services for advertising in IFTA print and electronic publications.

As a matter of policy, IFTA will sell advertising space in its publication when the inclusion of advertising does not interfere with the mission or objectives of IFTA.

The appearance of advertising in IFTA publications is neither a guarantee nor an endorsement by IFTA.

Advertising Acceptance Policy

All advertisements must be submitted in writing. Advertising is subject to approval by IFTA. All advertisements must be non-discriminatory and comply with all applicable laws and regulations. IFTA reserves the right to decline, withdraw and or copy edit at our discretion. Every care is taken to avoid mistakes, but responsibility cannot be accepted for clerical or printer's error.

Payment

Prepayment by check, credit card (Visa, Master Card) or wire transfer is required for all ads. Bank details will be provided to you upon request.

Cancellation and Changes

We will send out an acknowledgement confirming your order. You will be required to check that your ad and scheduling are correct. Any changes, cancellations or corrections must be communicated to IFTA in writing, by fax, e-mail or mail, prior to the submission closing date.

Orders, Materials & Payment

Please send all orders, materials, payments and related communications to IFTA at the address above.