

IFTA UPDATE 2009 RATE CARD

IFTA Update is the quarterly electronic newsletter of the International Federation of Technical Analysts, reaching more than 7,000 IFTA Colleagues worldwide. The Update is an efficient and cost-effective way to communicate with IFTA's member societies and Colleagues.

PUBLICATION SCHEDULE

Spring Issue.....(advertising submission deadline March 1, 2009)
 Summer Issue.....(advertising submission deadline June 1, 2009)
 Fall Issue.....(advertising submission deadline September 1, 2009)
 Winter Issue.....(advertising submission deadline December 1, 2009)

ADVERTISING SPECIFICATIONS

IFTA Update is distributed electronically in pdf format. Page size is 8.5 inches by 11 inches. Advertising must be 300 dpi in JPEG, TIFF, EPS or PDF file formats.

Ad Sizes

Full page ad with bleed.....	8.5 inches by 11 inches
Full page ad without bleed.....	7.5 inches by 10 inches
Half page ad.....	5 inches by 7.5 inches
One-third page ad square.....	5 inches by 5 inches
One-third page ad vertical.....	10 inches by 2.5 inches

Per Issue Cost

Full page ad.....	\$400 (US)
Half page ad.....	\$250 (US)
Third Page ad.....	\$185 (US)

PUBLISHER'S INDEMNITY

The publisher reserves the right to reject any advertising, which is not in keeping with the publication's standards. Publisher reserves the right to mark "advertisement" on copy, which readers might confuse with editorial content.

PAYMENT INFORMATION

Ad Size	Amount	Issue
<input type="checkbox"/> Full page with bleed	(\$400 per issue)	<input type="checkbox"/> Issue I (March)
<input type="checkbox"/> Full page without bleed	(\$400 per issue)	<input type="checkbox"/> Issue II (June)
<input type="checkbox"/> Half page	(\$250 per issue)	<input type="checkbox"/> Issue III (September)
<input type="checkbox"/> One third page square	(\$185 per issue)	<input type="checkbox"/> Issue IV (December)
<input type="checkbox"/> One third page vertical	(\$185 per issue)	

TOTAL DUE _____ (US \$)

Name _____

Firm Name _____

Credit Card: Visa MasterCard Check

Credit Card Number _____

Expiration Date _____

Authorizing Signature _____

Please return this form with your payment to

International Federation of Technical Analysts
 9707 Key West Avenue, Suite 100
 Rockville, MD 20850 USA

Fax (301) 990-9771