

IFTA Journal 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. 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 technical analysis throughout the financial community. It is read by analysts, fund managers, financial writers and other decision-makers throughout the international financial industry.

The *IFTA Journal* is distributed online, and a print copy is provided to IFTA colleagues and delegates at the annual IFTA International Conference, building awareness and visibility and providing extra exposure for your message.

Circulation and Readership

Total Circulation: Published online

Coverage: Worldwide

Readership served: Institutional Analysts, Account Managers, Fund Managers, Investors and Students

Publication Schedule: December

Editorial Committee and Staff

Editor: Dr. Rolf Wetzler **Staff:** Linda Bernetich

Organizational Affiliation

International Federation
of Technical Analysts, Inc.
1300 Piccard Drive, Suite LL 14
Rockville, MD 20850 USA

Telephone.....+1 (240) 404-6508
Email.....journal@ifta.org

Issue Deadline

June 30

Material Specifications

Full-page ad format = 8.5" x 11" (215 x 280 mm) 300 dpi
JPG or PDF. Include crop marks and room for bleed.

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 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 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.









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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 or by fax, email or mail prior to the submission closing date.

Advertising Rates (pricing in USD)

	Back cover (cover 4)		\$1,800.00
	Inside back (cover 3)		\$1,500.00
	Inside front (cover 2)		\$1,300.00
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	18 x 18 cm	2/3 page	\$1,056.00
	18 x 12 cm	1/2 page	\$823.00
	12 x 18 cm		
	18 x 8 cm	1/3 page	\$545.00
	6 x 25 cm		
	8.5 x 8 cm	1/4 page	\$300.00

Orders, Materials and Payment

Please send all orders, materials, payments and related communications to IFTA at admin@ifta.org.