

the Register

Why Advertise in the *Register*

The *Register*, a practitioner-oriented, financial magazine by the International Association of Registered Financial Consultants (IARFC®), includes profiles, articles, interviews, book reviews, practice management techniques, product information and marketing recommendations. The *Register* updates members on current matters, along with a listing of newest members and latest conferences with CE approved curriculum.



Our members use the *Register* to help them face ongoing challenges in their daily financial planning practice. Take this opportunity to perfectly position your company in front of the rapidly growing financial planning market and an ever-faithful *Register* audience of financial professionals.

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Services and Products Readers Provide...

Annuities, all types	Disability Income	Loan Cancellation
Asset Management	End-of-Life Planning	Long-Term Care Insurance
Bonds	Estate Planning	Mutual Funds, all types
Business Planning	ETFs	Offshore Trusts & Companies
Business Succession	Fee-Based Planning	Precious Metals
Charitable Giving	Income Tax Filings	REITs
College Savings / 529 Plans	Investment Real Estate	Retirement Plan/401(k)
Critical Illness Insurance	Life Insurance, all types	Tangible Assets



Special Advertising Opportunities

Ad Space

Advertise in the *Register*, published by the IARFC since 1999 and circulated around the world. Readers tell us it is the most valuable information they receive. Over 4,000 practitioners, academicians, and policy makers in financial services look to the *Register* to enhance their practice and serve their client base.

Issue Announcement Email

Place your company's banner ad in the *Register's* digital edition announcement email. Only two, exclusive opportunities are available each issue!

Dedicated EMail Campaign

Add a dedicated content email campaign! The IARFC offers advertisers the opportunity to send one email per month to the IARFC membership and prospects. This is extremely limited with only three total opportunities per month, so don't miss out!

Advertising Representative



146 North Breiel Boulevard
P.O. Box 42506
Middletown, OH 45042
800.532.9060 • advertise@iarfc.org
<https://www.iarfc.org/publications/register>



Advertising Rates

Ad Size	1x	2x	4x
Outside Back Cover	\$750	\$710	\$675
Inside Front or Inside Back Cover (full page)	\$650	\$620	\$585
Full Page	\$500	\$475	\$450
2/3 page	\$450	\$430	\$405
1/2 page	\$400	\$380	\$360
1/3 page	\$350	\$335	\$315
1/6 page	\$300	\$285	\$270
1/8 page	\$150	\$150	\$150
Issue Announcement Email	1x	2x	4x
Top Banner 600 x 110 pixels	\$500	\$500	\$500
Side Banner 150 x 450 pixels	\$500	\$475	\$450
Dedicated Email Campaign	\$1,500	\$1,500	\$1,500

Rates per insertion — Ad rates subject to change. Above prices are full-color printing (no discounts for b/w).

Back Cover
8.5 x 7.75 trim size
8.75 x 8 bleed size

Full Page
8.5 x 11 trim size
8.75 x 11.25 bleed size

2/3 Page
4.857 x 10

1/2 Page Vertical
4.875 x 7.5

1/2 Page Horizontal
7.5 x 4.875

1/3 Page Vert.
2.3125 x 10

1/3 Page Square
4.875 x 4.875

1/6 Pg. Vert.
2.3125 x 4.875

1/6 Pg. Horiz.
4.875 x 2.3125

1/8 Pg. Horiz. Business Card
3.625 x 2.3125

Advertising Deadlines 2020

Issue	Reservations	Materials Due
Volume 21, No. 1	November 1	November 30
Volume 21, No. 2	January 1	January 31
Volume 21, No. 3	April 1	April 31
Volume 21, No. 4	June 1	June 30

Editorial Calendar 2020

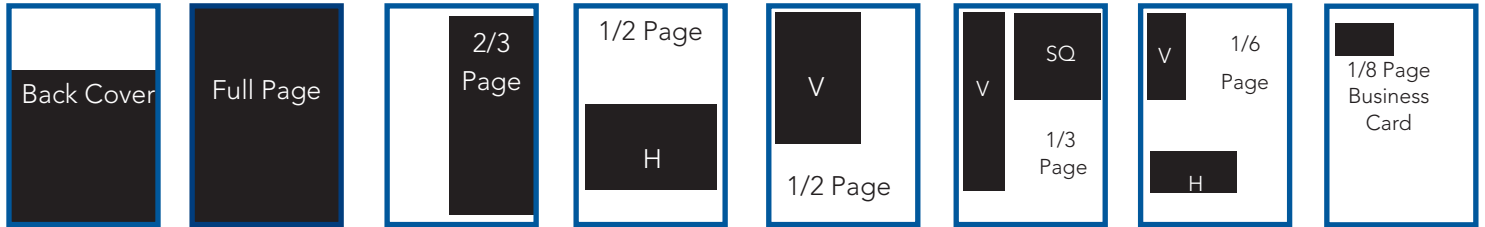
Issue	Theme
February	Ethics Approved
May	Wealth Management
August	Next Gen
November	Money Management

Advertising Agreement the Register

Style, Size, Location

Fillable forms are not supported in all Browsers, please print form if necessary.

Please circle the image that corresponds to your ad purchase.



Inside Front Cover Inside Back Cover Outside Back Cover Other Guaranteed Position: _____

Advertising agreement for the year _____ Issues desired, please check below:

February May August November

Advertising on the inside pages is placed at the discretion of the IARFC unless a guaranteed position is purchased. The IARFC reserves the right to reject any advertisements for any reason.

File formats should be submitted at the dimensions listed in the media guide in one of the following formats: Press-ready PDF (X-1a), InDesign, Illustrator, QuarkXpress, Layered Photoshop Document.

Include all appropriate fonts and linked graphics. Licensed approval is required for any included graphic. All graphics must be hi-res (300dpi at 100%).

Submit files and/or artwork for ads to: editor@IARFC.org (10MB or less) or contact 513.424.3481 for assistance.

Payment Information:

Authorized Signature _____ Amount: \$ _____ Date: _____

Please print or type information below.

First Name _____ Last Name _____

Business Name _____

Division or Department _____

Address _____

City _____ State _____ Zip Code _____

Phone _____

Email _____

Check made payable to IARFC

Credit Card Number _____

Exp. Date _____ Security Code _____

Signature for Credit Card _____

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