



Advertising Specifications and Rates

Space for Color Ads Available

January 2024

To: Suppliers/Advertisers

From: John F. Cascio, Executive Director

We are now planning our advertising for *The Associate* for the Year 2024. *The Associate* is produced digitally and may be accessed through our website.

Online issues will include all pages, including advertising. As in the past *The Associate* will be placed in the "members only" section of the website.

The allotted space for advertising fills quickly so please respond as soon as possible using the enclosed invoice (this also is a bill/receipt for your company accounting needs).

We welcome your inquiries for advertising and in advance we thank you for your past and future support of our newsletter.

Deadline Dates for ads to be in our office:

January/February Issue - Jan. 30, 2024

March/April Issue - March 30, 2024

May/June Issue - May 30, 2024

July/August Issue - July 30, 2024

September/October Issue - Sept. 30, 2024

November/December Issue - Nov. 30, 2024

Size	Dimensions <small>Horizontal Measure First</small>	Rate Per Insertion	6 Issues
1/8 Pg	3"x2 1/4"	\$200	\$700
1/4 Pg	3"x4 5/8"	\$225	\$850
1/4 Pg	6 3/16"x2 1/4"	\$225	\$850
1/2 Pg	3"x9 5/8"	\$275	\$1300
1/2 Pg	6 3/16"x4 5/8"	\$275	\$1300
1/2 Pg	6 3/16"x4 5/8"	\$500	\$2200
Full Pg	6 3/16"x9 5/8"	\$375	\$1700
Full Pg	6 3/16"x9 5/8"	\$650	\$3500

Smaller Color Ads available.
Contact CFDA for more information

The Associate is scheduled to be published DIGITALLY 6 times each year. Price for 6 issues (same ad) based on advanced payment only.

Ads may be sent by email in pdf or jpg format. Do not send in Microsoft Word format.

Please Note:

Full page ads must conform to the size indicated above.

Larger ads will be reduced to best fit in the allotted space.

1/8th page ad is not regular business card size.

Typesetting only is available for 1/8 page ads at an additional one time \$50.00 charge. Artwork must be sent by email as a pdf or jpg.

Charge for other sizes depend on copy and production time.

Contact Beverly Matthews, CFDA Graphic Designer, at

bjmdesign1@gmail.com. Please send logo, ad copy, layout, and fee to the Association office:

CFDA, 364 Silas Deane Highway, Wethersfield, CT 06109.

We appreciate your support and look forward to working with you.

364 Silas Deane Highway - Wethersfield, Connecticut 06109

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