



THE OFFICIAL PUBLICATION OF FiSCA

# currents\$

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**What Sets *Currents* Apart?**

**Print and Online**

**2019 Ad Rates & Specs**

**Presenting Sponsor Packages**

# 2019 Media Kit

Representing the voice of the  
association and alternative financial  
service operators across the country

POSITION YOUR BRAND AS A THOUGHT-LEADER



# CURRENTS MEDIA KIT 2019



## What Sets *Currents* Apart?

Now in its fifteenth year as FiSCA's official publication, *Currents* has evolved along with the association. Representing the voices of the industry, the association and its members, *Currents* continues to deliver news of the alternative financial service industry, trends, consumer and member research and commentary.

- **The Official Publication of FiSCA:** As the official publication of FiSCA, *Currents* enjoys true readership affinity. Members are not shy about offering their feedback and contributions, and *Currents* also draws upon the expertise of FiSCA professional staff, lobbyists, researchers, and conference speakers as consultants and writers. With such strong ties to the association, *Currents* enjoys supporting FiSCA's agenda and its conference program by participating on FiSCA's conference committee and publishing the official show guide in its October issue.
- **Editorial:** *Currents* works closely with FiSCA staff, board members and varied group of FiSCA members to develop each issue's editorial line-up. Our aim is to consistently deliver a true mix of feature stories, industry, member and association news and operational strategy articles. Developing the editorial line-up is truly a collaborative effort.
- **Qualified and Controlled Subscriber Base:** As FiSCA's official publication, the primary basis for the subscriber base is the association's membership list. This ensures that the magazine is delivered to the highest level at each member company. Subscribers are decision makers, because the FiSCA list consists of the owners, operators, principals and senior managers. Membership represents both large chain operations as well as local, neighborhood organizations.

## Frequency Discounts, Mix and Match Sizes and Extra Distribution

- New frequency discount rates for two time placements. Place in the October Show Guide issue and select one other – Spring or Summer – and you can take advantage of a 2X per issue rate.
- Mix and match ad sizes. To attain a frequency discount you can elect to run different size ads in each of our three issues, and still take advantage of the 3X per issue rate.
- Expanded digital issue exposure beyond print distribution. A robust email list drives more industry, non-member, legislative, regulator and media visitors to *Currents*' digital issues through notifications sent as each print issues mails.

More Reach and...

More Value with *Currents*

### Full Online Editions Drive Clicks and Leads For Every Advertiser

These days it takes more than just paper to reach decision makers. That's why *Currents* introduced flip book digital versions of the magazine in 2010: a full online replica of our printed product, complete with links that take readers directly from your ad to your website. *Currents* delivers more reach and more value for the cost of a print advertisement.

- All print advertisements are included and hotlinked.
- No additional artwork required.
- No additional cost!
- Leverage your brand with a new marketing channel beyond the subscriber list.
- Augment your SEO campaigns.
- All past flip book issues of *Currents* are archived for back-reference.

***Currents* opens up a world of readership possibilities and reach: 24/7**

**Visit [currents-magazine.com](http://currents-magazine.com) to view back issues.**

## Position Your Brand as a Thought-Leader

Limited Non-Competitive Presenting Sponsor Packages Available

- Segment specific: first come basis.
- Three issue placement.
- Each issue includes:
  - Full page advertisement
  - One page editorial thought-leadership, non-promotional editorial that Sponsor provides
  - Full year banner advertising on [currents-magazine.com](http://currents-magazine.com)

Call for availability.

# ADVERTISING RATES 2019

## ISSUE AND CLOSING DATES FOR 2019

Issue Date	Publication/ Online Date	Ad Space Closing Date	Ad Material Due Date
Spring*	April 16	March 5	March 12
Summer	July 19	June 11	June 18
Fall**	October 20	September 3	September 10

\*Additional distribution at New York and California state association events.

\*\*Official Show Guide FiSCA Annual Conference (show distribution, mail and online).

## ALL RATES ARE NET PER ISSUE

FOUR COLOR	OCTOBER ONLY	CONFERENCE + 1 (CHOICE OF 2X)	ALL 3 ISSUES (3X)
Full Page	\$2,995	\$2,800	\$2,600
2/3 Page	\$2,500	\$2,400	\$2,300
1/2 Page	\$2,300	\$2,100	\$1,950
1/3 Page	\$1,100	\$980	\$895
1/4 Page	\$650	\$545	\$485
1/6 Page	\$400	\$380	\$345

Back & Inside Covers

Call for availability

Presenting Sponsor Packages

3X advertising, editorial and online packages. Call for availability.

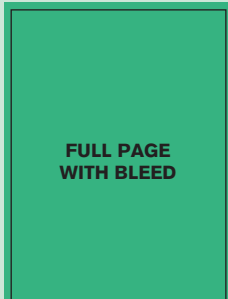
3X full page advertisers also qualify for banner advertising on currents-magazine.com

## AD SIZE SPECIFICATIONS FOR 2019



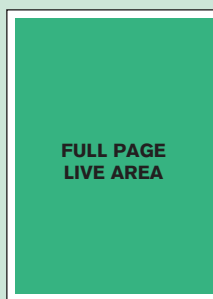
FULL PAGE  
TRIM SIZE

TRIM - 8 1/4 x 10 7/8  
(where crop marks should be)



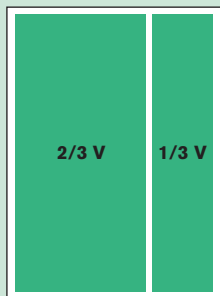
FULL PAGE  
WITH BLEED

BLEED - 8 1/2 x 11 1/8  
(should extend beyond crops)

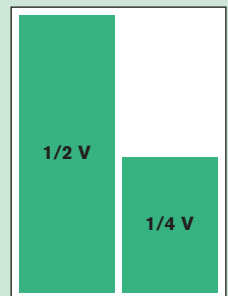


FULL PAGE  
LIVE AREA

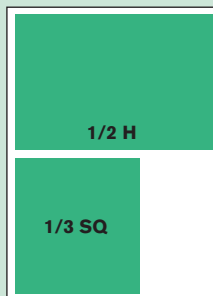
LIVE AREA - 7 1/4 x 10  
(keep critical info inside)



2/3 V - 4 3/4 x 9 7/8  
1/3 V - 2 1/3 x 9 7/8



1/2 V - 3 1/2 x 9 7/8  
1/4 V - 3 1/2 x 4 7/8



1/2 H - 7 1/4 x 4 7/8  
1/3 SQ - 4 3/4 x 4 7/8  
1/6 V - 2 1/3 x 4 7/8

### INSERTION ORDERS:

Completed Insertion Orders: Must be received by Advertising Close Date to guarantee placement. Fax completed Insertion Orders to 203-358-9218 or email to dgreco@currents-magazine.com

## TECHNICAL SPECIFICATIONS

### PRINTING SPECIFICATIONS:

Publication printed sheet-fed offset on gloss-coated paper. Saddle-Stitch.

### ACCEPTABLE DIGITAL MEDIA:

#### Preferred File Format:

Press-Optimized (High Resolution) PDF files. All images must be 300DPI.

### ELECTRONIC FILE SUBMISSION: DISPLAY ADS OVER 5MB:

You can easily upload your artwork files to our **Currents Extranet**:

- Go to [www.currents-magazine.com](http://www.currents-magazine.com).

Click on the Advertise section and select Extranet Submission Instructions from the pull-down menu. You will see an Upload File link on that page along with complete instructions for access to the *Currents* Extranet.

- Once the file has been successfully uploaded, a confirmation e-mail must be sent to: [ls@graficomarketing.com](mailto:ls@graficomarketing.com) with date sent and file name(s).

### DISPLAY ADS UNDER 5MB:

#### E-mail to:

[ls@graficomarketing.com](mailto:ls@graficomarketing.com)

Hard copy proofs must accompany all digital file submissions.

### Technical Questions:

Call Laura Soldi at 203-358-9595 x108.

## CURRENTS CLASSIFIED ADS

### YOU WRITE IT AND WE MAKE IT EASY

Advertise in the *Currents* Classified section, and you'll be reaching the most important decision-makers in the financial service center industry: your fellow FiSCA members. The small ad inserts in the *Currents* Classified section can be an effective and affordable way for you to get the word out that you're looking to sell a location, acquire a business or locations, or sell equipment. *Currents* Classified run as black and white only. You would only need to submit your copy with an insertion order, and the ad will be designed to fit the space, with an appropriate heading.

### Two sizes:

**Size A:** 1.705" wide x 2" high, fits approximately 40-50 words - \$160

**Size B:** 3.525" wide x 2" high, fits approximately 75-80 words - \$280

Additional sizes available. Pricing upon request.

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TO ADVERTISE CONTACT: **Diane Greco, Marketing Director**

Phone: 914-666-4150 | Fax: 203-358-9218 | Email: [dgreco@currents-magazine.com](mailto:dgreco@currents-magazine.com)