



THE OFFICIAL PUBLICATION OF FiSCA

currents\$

2020 • WWW.CURRENTS-MAGAZINE.COM

The Latest in MoneyTrends

Print and Online

2020 Ad Rates & Specs

Presenting Sponsor Packages

2020 Media Kit

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

POSITION YOUR BRAND AS A THOUGHT-LEADER

CURRENTS MEDIA KIT 2020



What Sets *Currents* Apart?

Now in its sixteenth 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* delivers news of MoneyTrends running through the vast alternative financial service industry, consumer and member research and commentary relating to MoneyTrends.

- **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 MoneyTrends conference speakers as consultants and writers. With such strong ties to the association, *Currents* enjoys supporting FiSCA's agenda and its annual MoneyTrends event by participating on FiSCA's MoneyTrends conference committee and publishing the official show guide to MoneyTrends 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 Digital Distribution

- Find flexibility with *Currents*' 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
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

Call for availability.

ADVERTISING RATES 2020

ISSUE AND CLOSING DATES FOR 2020

Issue Date	Publication/ Online Date	Ad Space Closing Date	Ad Material Due Date
Spring*	April 16	March 3	March 10
Summer	August 14	July 20	July 27
Fall**	November 8	September 22	September 29

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

**Official Show Guide FiSCA MoneyTrends 2020 (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

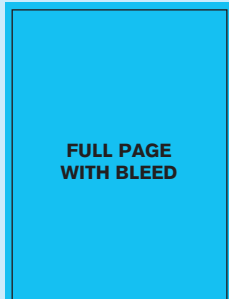
Back & Inside Covers Call for availability

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

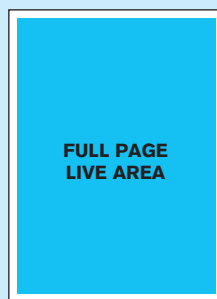
AD SIZE SPECIFICATIONS FOR 2020



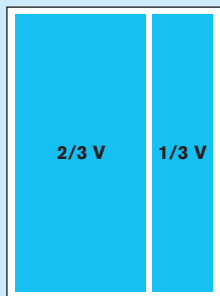
TRIM - 8 1/4 x 10 7/8
(where crop marks should be)



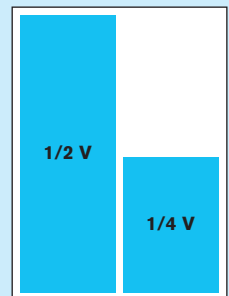
BLEED - 8 1/2 x 11 1/8
(should extend beyond crops)



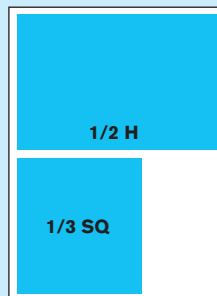
LIVE AREA - 7 1/4 x 10
(keep critical info inside)



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.

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 with date sent and file name(s).

DISPLAY ADS UNDER 5MB:

E-mail to:

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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As *Currents* is a timely publication, feature stories, and content are subject to change according to marketplace trends and happenings. rev. 6.5.20

TO ADVERTISE CONTACT: Diane Greco, Marketing Director

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