

Futures Industry Magazine

Target Audience

Futures Industry reaches influential professionals in the derivatives markets, the fastest-growing segment of the financial services industry. *FI* is published five times per year for brokerage firm management; futures and options professionals; dealers in FX; securities and commodities; and traders at exchanges; as well as risk managers at corporations and institutions. *FI* magazine gives you regular access to active futures market participants:

- CEOs of top brokerage firms
- Management from all sectors: operations, research, legal and compliance, sales and marketing, information technology
- Active corporate, institutional and individual traders
- Legal and accounting firms
- Money managers
- Purchasers of educational products
- Domestic and international exchange officials
- Members of Congress and their staffs
- Domestic and international media
- Other attendees of FIA conferences

Circulation

FI is published by the Futures Industry Association. The circulation base is 15,000 members of the futures industry, ranging from international brokerage firms to regional commodity specialists. Each issue is subject to a bonus distribution of qualified readers (see back page).

Special Issues: Boca and Expo

The Boca (March) issue is distributed at the FIA International Futures Industry Conference in Boca Raton, FL, reaching 800 top-level industry professionals from around the world. The November issue is distributed at FIA's Futures & Options Expo for a total circulation of 20,000.

Editorial Content

FI's editorial content gives comprehensive coverage to key issues and trends in futures and options. Articles regularly cover front- and back-office operations, exchange-traded and OTC clearing, marketing, research, money management, regulatory, and brokerage issues, from a domestic and international perspective. The November issue also contains the industry Resource Guide and serves as the official program guide for the FIA Futures & Options Expo.

Futures Industry Page Sizes

Ad Dimensions	Trim Size	Bleed Page Size
Two-page spread	17 x 11	17.25 x 11.25
Full page	8.5 x 11	8.75 x 11.25
2/3 page vertical	4.875 x 10	N/A
1/2 page horizontal	7.5 x 5	8.75 x 5.625
1/2 page island	4.875 x 6.625	N/A
1/3 page vertical	2.25 x 10	N/A
1/3 page square	4.875 x 4.875	N/A

Mechanical Requirements

Resolution

Raster Art: minimum 300 dpi (450 dpi preferred)
Halftones: 133 or 150 line screen

Accepted Materials

1. Non-PDF Ad Files

If you save your file in a non-PDF format, please include all digital components, including:

- The base document (InDesign, Quark files, etc.)
- Save all images as high-resolution in CMYK color space
- All fonts for the document, plus any fonts that may be embedded in imported graphics

2. PDF Ad Files

If you save your ad file as a PDF, please observe the following:

- Save all images as high-resolution in CMYK color space
- Embed ALL fonts
- Do not “lock” the PDF files with passwords

Proofs

A proof of some type is highly recommended. *FI* magazine will not be held responsible for errors if an appropriate proof is not received. This can be in one or more of the following methods: high-quality color proofs (Iris, Kodak); a printout from a color printer (please note that some color printer imaging methods, particularly ones that use plastic toners, can produce colors that are physically impossible to match using CMYK inks); a low-resolution PDF file that accurately shows what the ad should look like (CMYK color output may look different).

Production Charges

Production charges will apply to artwork that must be adjusted to fit the outlined specifications.

Printing/Binding

FI is printed on a sheet-fed offset press and bound using saddle wire stitching on 70 pound coated text stock. The Expo issue is printed on a sheet-fed, offset press and perfect bound. The cover is printed on 80 pound cover stock and the text on 70 pound coated text stock. Please e-mail production@futuresindustry.org with any questions relating to production.

File Submission

- FTP (preferred method):
Go to: <https://www.ibackup.com>
Login name: futuresindustry
Password: mag1

Please e-mail production@futuresindustry.org when a file has been uploaded.

- Mail:
FI Magazine
2001 Pennsylvania Ave. NW, Suite 600
Washington, DC 20006-1823
Phone: 202.466.5460
- E-mail: production@futuresindustry.org

Contact Tracy Wahler with production questions: 202.466.5460; production@futuresindustry.org

FIA Advertising Policies

Preferred Positions

Add 15% for preferred positions, excluding covers.

Short Rates

Advertisers with signed frequency commitments will be short-rated to the frequency earned.

Agency Commission

Agencies recognized by FIA may receive 15% of gross on space and color charges if paid within 30 days. Service charges apply after 30 days.

Payment Liability

FIA reserves the right to hold the advertiser and/or its advertising agency jointly and severally liable for payment of invoices.

Approval

FIA reserves the right to reject any advertisement or its content. Advertisers and advertising agencies assume liability for all content and agree to hold harmless FIA for any and all claims for such advertisements, including but not limited to tort, copyright, photographic or trademark actions. If an advertisement is refused during the agreement period, the advertiser agrees that FIA is authorized to substitute, without notice, the last advertisement of the advertiser unless replacement material is sent to FIA in a timely manner.

Advertiser Web Link

Advertisers will have their company name and web link added to the corresponding online issue of *FI*.

Advertising Rates

B&W	1x	3x	5x	10x
Full page	\$5,650	\$5,300	\$4,950	\$4,700
2/3 page	4,700	4,350	3,850	3,600
1/2 island	3,700	3,450	3,250	3,000
1/2 horiz	3,550	3,250	3,000	2,900
1/3 page	2,250	2,150	2,050	1,950
Spread	10,300	9,600	8,850	8,250

4-Color	1x	3x	5x	10x
Full page	\$7,350	\$7,000	\$6,850	\$6,450
2/3 page	6,450	5,950	5,700	5,450
1/2 island	5,550	5,150	4,950	4,750
1/2 horiz	5,300	4,950	4,750	4,600
1/3 page	4,000	3,800	3,750	3,650
Spread	12,000	11,330	10,600	9,950

Covers				
2nd	\$9,950	\$9,500	\$9,050	\$8,650
3rd	9,450	9,050	8,550	8,250
4th	11,200	10,700	10,300	9,750

Bellyband \$18,000
Spot colors \$2,000 per ink

FI Boca and Expo Issues

These rates apply to advertisers wishing to advertise solely in the Boca (March) and/or Expo (November) issues.

4-Color		Black & White		Covers	
1/3 page	\$4,600	1/3 page	\$2,650	2nd	\$11,450
1/2 page	6,400	1/2 page	4,300	3rd	10,800
2/3 page	7,400	2/3 page	5,400	4th	12,900
full page	8,450	full page	6,550		
spread	13,800	spread	11,850		

Program Tab (Expo issue only)	
Tab 1	\$12,900
Tab 2	\$11,450
Resource Guide (Expo issue only)	
Basic Listing	\$400
Premiere Listing	\$750

All Expo advertisers receive a free basic listing in the Resource Guide.

Interactive Advertising Package

Purchase a contract of five or more full-page, four-color advertisements in FI magazine and receive the following:

- **Five full-page, 4-color advertisements in Futures Industry magazine** **\$34,250 value**
- **“Featured Advertiser”** status for the duration of one issue cover date, which includes:
 - Complimentary upgrade to a cover position for one issue **\$1,700-3,450 value**
 - Solo banner ad on the FI magazine site **\$3,500 value**
 - Solo banner ad in an e-mail to magazine subscribers **\$3,500 value**
- **FIA Webinar Sponsorship:** your company will be the sole sponsor of a webinar organized and marketed by FIA. Company logo will appear on all marketing e-mails, ads, and web pages, as well as on the FI web site during the webinar and in the webinar archive **\$7,500 value**
- **Host a Webinar:** Use our service to organize your own web-based seminar, which we will host and archive on our web site **\$5,000 value**
- **Banner Ad** on the FIA web site (for one full year—rotates with other ads) **\$8,000 value**

Bonus Circulation / Deadlines / Editorial Synopsis

January: New Products

This issue will cover the development of new products such as futures on emission allowances and the weather. This issue will also examine the European emissions market and the emergence of crossing networks in the U.S. options market.

Space Reservation Deadline: December 5, 2008

Materials Due: December 12, 2008

Publication Date: January 12, 2009

Bonus Circulation: MFA Network 2009 in Key Biscayne, FL—February 8-10; CBOE/CFE Risk Management Conference in Bonita Springs, FL—March 9-11

March (Boca): New Regulation

This issue will describe the debate in Washington and Brussels over how to restructure the regulation of derivatives in light of their role in the current financial crisis. This issue will also include the annual survey of global volume trends, and an update on efforts to create a clearing solution for credit derivatives.

Space Reservation Deadline: February 4, 2009

Materials Due: February 11, 2009

Publication Date: March 11, 2009

Bonus Circulation: FIA International Futures Industry Conference in Boca Raton, FL—March 11-14; FIA OpTech in New York—April 7; FIA Law & Compliance Division presents: Conference on the Regulation of Futures, Derivatives and OTC Products in National Harbor, MD—May 13-15

June: Clearing

This issue will include a survey of clearinghouses in the major derivatives markets, focusing on such issues as the amount of capital in the default fund and the procedures for protecting customer assets in case of a default.

Space Reservation Deadline: May 1, 2009

Materials Due: May 8, 2009

Publication Date: June 9, 2009

Bonus Circulation: FIA/FOA International Derivatives Expo (IDX) in London—June 9-10; MFA Forum 2009 in Chicago—June 22-24

September: New Technology

This issue will examine current trends in derivatives trading technology, including the evolution of algorithmic trading and the challenges of market data management.

Space Reservation Deadline: July 31, 2009

Materials Due: August 7, 2009

Publication Date: September 9, 2009

Bonus Circulation: SFOA Conference in Interlaken, Switzerland, September 9-11; FIA/OIC Equity Options Conference in New York—September 21-22

November (Expo): Emerging Markets

This issue will provide an update on important new markets in Asia and Latin America. This issue will also include an article on Islamic finance.

Space Reservation Deadline: September 14, 2009

Materials Due: September 21, 2009

Publication Date: October 21, 2009

Bonus Circulation: FIA Futures & Options Expo in Chicago—October 21-23; FIA Asia Derivatives Conference in Singapore—December 2-4



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