



DFA Forum Ad Specs / Article Submissions

To advertise in the DFA Forum Newsletter you must be a member of the Association. The supplier membership category is called Allied Partners.

Display Ad Deadline Date: 30 days prior to publication

Publication Date: Quarterly (Winter, Spring, Summer & Fall)
400 Copies for Winter, Spring & Summer Issues
800 Copies for Fall issue

Issues, published quarterly keeping you informed of all the latest news, committee reports and ideas. Ads must be submitted 30 days prior to publication. Subscription is FREE with membership dues.

Sizes Available

Full page	7 w x 10 h	\$1140.00
Half page	7 w x 4.75 h	\$ 720.00
Quarter page	3.75 w x 4.75 h	\$ 480.00

We use a 4 color process. We can take all kinds of file formats. The resolution should be at least 600 dpi so that the quality looks good.

DFA Press Release / Article Submissions / Editorial Pieces

300 words	¼ ~ ½ page	Submissions need to be in Microsoft Word and pictures, graphs, drawings have the same requirements as the ads above
400 words	½ page	
500 ~ 700 words	1 page	

Re: Descriptions and Suggestions for DFA Forum Newsletter Submissions

DFA Allied Partners:

For consideration of publication we generally want the submission to be informational, not a 'sales pitch'. We are looking for articles save time, save money, and educate our members. We are encouraging you to do 'educational marketing'. If you want to have your products named and a 'sales pitch' then you may want to consider doing an actual display ad for the newsletter. Submissions from Allied Partners are vetted on: how much we received from all of the Allied Partner companies (which is over 110 companies), how beneficial and how timely is the article; and how many times we have run articles from that company. All of these issues are considered so these are just some things to keep in mind.

There are other tools available to you to 'move your product offerings' such as the DFA Bulletin Board and you have the member roster (including email address) available to you.

Take a look at the articles that are published in the last few issues and it may be helpful. If you go to <http://www.dennys.org/AlliedPartnerMemberCurrentInfo/indexforAPmember.asp> and look at the 'notices', there are at least 3 DFA Forum issues published to use as samples if you need them.

Press releases should be in word doc file and double spaced. It is helpful to have pictures, or graphs, or other visuals submitted with them. When you submit something for the Summer issue please feel free to give me a call (or speak to anyone in the office) for additional help.

Suggestions to consider for example would be: "the ten things to consider when buying", 'the four pitfalls to watch', 'what to look for and be sure is in your policy', 'pending legislation for the insurance industry that would affect our members', etcetera.

Please email your reservations and also your ad and articles to info@dennys.org