

JOURNAL OF

TAXATION *and* REGULATION *of* FINANCIAL INSTITUTIONS

Media Planner



**Published Bimonthly
In Print and Online**

Scope and Content

Dodd-Frank
IRS
Federal Reserve
SEC
FASB and GASB
Tax Court
Bureau of Consumer Financial Protection
State Regulators and Taxing Authorities



Audience Profile

**Attorneys at Law Firms
Bank Tax Directors
In-House Counsel at Financial Services,
Broker-Dealer, Fiduciary, and Investment
Firms
Hedge Fund Tax and Compliance Directors
IRS and SEC Regulators**

**Devoted exclusively to navigating
today's increasingly complex tax and
regulatory environment**

Journal of Taxation and Regulation of Financial Institutions provides legal, tax, accounting, and compliance professionals with guidance and insights from the industry's foremost experts.

You'll find analysis, answers, and advice on critical questions raised by the implementation of financial reforms. What aspects of the tax system are candidates for overhaul? How will oversight by the Bureau of Consumer Financial Protection impact the way financial institutions do business? What issues must be addressed in properly accounting for financial transactions under different standards? What constitutes an illegal tax shelter under current law—and what are the consequences for those who design and market them? How should banks comply with capital regulation that results from federal rules and Basel III reforms? How will compensation packages for key executives change? How can you locate your treasury functions and special-purpose subsidiaries to achieve maximum tax benefits?

Advertising Contract

JOURNAL OF TAXATION *and* REGULATION *of* FINANCIAL INSTITUTIONS

Advertising Company

Advertising Agency

Contact

Contact

Title

Title

Address

Address

City/State/Zip

City/State/Zip

Phone/Fax/E-mail

Phone/Fax/E-mail

Issue	Reservation Close	Materials Due	Space Size / Color	Units	X Rate	Space Cost	Color Cost
Jan-Feb	Dec 1	Dec 15					
Mar-Apr	Feb 1	Feb 15					
May-Jun	Apr 1	Apr 15					
Jul-Aug	Jun 1	Jun 15					
Sep-Oct	Aug 1	Aug 15					
Nov-Dec	Oct 1	Oct 15					

Materials: Electronic files. See page 2.

Billing: Prepayment by Visa, MasterCard, Amex, or check required*.

Agency Commission: 15% on space only. No commission on color or production.

Commissions apply only to accounts paid within 30 days of invoice. Commissions will be withdrawn on accounts not paid within 30 days.

SPACE COST: _____

COLOR COST: _____

PRODUCTION CHARGES: _____

LESS AGENCY DISCOUNT: _____

SALES TAX: _____

TOTAL: _____

This is a legally binding contract. Advertiser agrees to deliver materials to Taxation and Regulation of Financial Institutions in accordance with the deadline schedule on this contract. Cancellations, changes or corrections will not be accepted unless presented in writing and signed by both parties. No cancellation of contracted space will be deemed valid unless received in writing by the publisher at least 30 days prior to the space closing date for each issue. Failure to comply with this condition will result in the advertiser being billed for contracted space. The publisher will, at his sole discretion, either repeat the latest advertisement or publish nothing. Advertisers will be short-rated for previous insertions on authorized cancellations.

X

Visa MasterCard

Exp

Advertiser's Authorized Signature

Date

Publisher's Authorized Signature

Date

Name and Title (please print)

* Your card guarantees your rate and placement and will be charged 30 days after invoice date for unpaid balances.

Civic Research Institute, Inc.

4478 US Route 27-Suite 203 • PO Box 585 • Kingston NJ 08528
609-683-4011 • Fax 609-683-7291 • email CivRes@comcast.net

RATES & PRODUCTION INFORMATION

Note: These rates are guaranteed for the current advertising year.

INSERTIONS	Black & White Ads				Color Charges	
	FULL	2/3	1/2	1/3	2-COLOR	4-COLOR
1X	\$600	\$480	\$420	\$300	\$ 400.00	\$ 800.00
2X	\$565	\$456	\$399	\$285	\$ 400.00	\$ 800.00
3X	\$532	\$433	\$379	\$271	\$ 400.00	\$ 800.00
4X	\$500	\$412	\$360	\$257	\$ 400.00	\$ 800.00
6X	\$470	\$391	\$342	\$244	\$ 400.00	\$ 800.00
8X	\$442	\$371	\$325	\$232	\$ 400.00	\$ 800.00

Example: A contract for 2 full-page color insertions (2X) = \$2,730
(2 full pages @ 2 X rate = 2 x \$565 = \$1,130 plus color charges 2 pages x \$800/page = \$1,600)

Mechanical Requirements

Full page, bleed: 8½ x 11
Full page, no bleed: 7.625 x 10.375
2/3 page: 4½ x 97/8
1/2 page (horizontal): 6¾ x 47/8
1/3 page: 2¼ x 97/8

Production Information

Trim size: 8.125 x 10.875
Line screen: up to 220
Live area: 7.625 x 10.375

Supply your advertisement as a high-resolution (minimum of 600 dpi) PDF, TIFF, EPS, or JPEG file, scaled to the correct size (see advertising space sizes above). Experience has shown that this is the simplest and safest way to output your advertising, and it is supported by almost all graphic design software packages. However, we also recommend you provide native application files and fonts (such as InDesign (.indd) and QuarkXpress™) so that we can correct any errors (such as sending 4-color art for a 2-color ad). Ads produced on PCs must be saved as high-resolution PDF, EPS, JPEG, or TIFF files. All files should include final high-resolution images and be emailed or uploaded to our ftp site.

Agency Commission: 15% on gross billing for space for recognized agencies whose accounts are paid within 30 days of invoice date.

Publisher's Protective Clause

The publisher reserves the right to cancel or reject any advertising at any time, and to add the word "advertisement" at the top of any copy which in the publisher's opinion simulates editorial matter and might be misleading to the reader.

To Reserve Space:

Call 609-683-4011 or fax 609-683-7291

Frequency Discounts

Frequent advertisers benefit by entering into a full-year contract at reduced rates. Any combination of ads placed in the journal during a 12-month period may earn frequency discounts. After one ad of any size is placed, subsequent ads placed within twelve months will be discounted. Ads will be billed at the earned rate unless a written contract is established.

Ship Materials To:

civres@comcast.net

Civic Research Institute, Inc.

4478 US Route 27-Suite 203 • PO Box 585 • Kingston NJ 08528
609-683-4011 • Fax 609-683-7291 • email CivRes@comcast.net

PUBLICATION SCHEDULE

JANUARY- FEBRUARY

Publication Date: January 10
Reservation Closing: December 1
Materials Closing: December 15

MAY- JUNE

Publication Date: May 10
Reservation Closing: April 1
Materials Closing: April 15

SEPTEMBER- OCTOBER

Publication Date: September 10
Reservation Closing: August 1
Materials Closing: August 15

MARCH - APRIL

Publication Date: March 10
Reservation Closing: February 1
Materials Closing: February 15

JULY- AUGUST

Publication Date: July 10
Reservation Closing: June 1
Materials Closing: June 15

NOVEMBER- DECEMBER

Publication Date: November 10
Reservation Closing: October 1
Materials Closing: October 15



Civic Research Institute, Inc.

4478 US Route 27-Suite 203 • PO Box 585 • Kingston NJ 08528
609-683-4011 • Fax 609-683-7291 • email CivRes@comcast.net