

Journal

OF GOVERNMENT FINANCIAL MANAGEMENT®

ABOUT THE JOURNAL

Since 1950, the *Journal of Government Financial Management (Journal)* has been providing useful, in-depth information to decision-makers at all levels of government. A valuable research and information source, the *Journal* is published quarterly by AGA and is distributed to its membership of government financial professionals as well as libraries around the world.

WRITE FOR THE JOURNAL

The *Journal* Editorial Board accepts high-quality, thoughtful articles on a wide range of government financial management topics. Authors are encouraged to submit an article for review; the *Journal* Editorial Board is particularly interested in articles from practitioners. Full eligibility considerations can be found on www.agacgfm.org.

2019–2020 EDITORIAL CALENDAR

Fall 2019: A Winning Workforce

Nothing good happens without a talented, ethical and committed workforce. With many technological advances being introduced in government, do we need to reskill our current workforce? What new tactics are being applied to attract and build tomorrow's leaders, improve recruiting and hiring efforts, share knowledge and manage performance?

Submission deadline: June 1, 2019

Winter 2019–20: Enhancing Job Productivity and Securing High Value Assets

Technology permeates nearly all that is done in government and cyber and other threats are certain. How are government entities embracing new technologies such as blockchain, artificial intelligence and robotic process automation? What are the new shared services and technology capabilities on the horizon?

Submission deadline: Sept. 1, 2019

Spring 2020: Leadership in Changing Times

Innovation, service disruptions, politics and workforce challenges. Today's ever-changing world presents new challenges for financial leaders. What skills and attributes are needed today and for the CFO of the future? Does gender play a role in this arena? What particular issues can women expect going forward? How should we nurture our future leaders?

Submission deadline: Dec. 1, 2019

Summer 2020: Leaning in on Technology

Shared services, AI, ERM and other innovations are in place at all levels of government. What insights were gained with implementation? What new issues have emerged? Discuss related training and professional development challenges or successes in light of shrinking budgets.

Submission deadline: March 1, 2020

14,500

TOTAL CIRCULATION

READERSHIP

AGA Members • Federal,
State and Local Government
Financial Managers •
Students • Academics •
Private Sector Leaders

READER DEMOGRAPHICS

Federal	30%
State	30%
Local	11%
Private Sector	18%
Other	11%

Advertise in the *Journal*

Build awareness of your brand in the *Journal*. Your company's message will be seen by more than 14,500 government financial professionals, academics, and others who are looking for financial management solutions.

ADVERTISING DEADLINES

Issue	Insertion Date	Materials Due Date	Publication
Fall 2019	July 1, 2019	JAug. 1, 2019	Oct. 2019
Winter 2019-20	Oct. 1, 2019	Nov. 1, 2019	Jan. 2020
Spring 2020	Jan. 2, 2020	Feb. 3, 2020	April 2020
Summer 2020	April 1, 2020	May 1, 2020	July 2020
Fall 2020	July 1, 2020	Aug. 3, 2020	Oct. 2020

CORPORATE PARTNER, GOVERNMENT AGENCY AND EDUCATIONAL INSTITUTION ADVERTISING RATES

	1x	4x*
Spread	\$4,950	\$4,650
Back cover	\$4,290	\$3,645
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Cover 3	\$3,690	\$3,145
Full page	\$2,970	\$2,610
1/2 horizontal	\$2,215	\$1,980

NON-CORPORATE PARTNER ADVERTISING RATES (Become a Corporate Partner Today! Call 800.AGA.7211)

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Cover 3	\$4,059	\$3,460
Full page	\$3,267	\$2,871
1/2 horizontal	\$2,437	\$2,178

* Different ads may be submitted for each issue.

TERMS AND POLICIES

GENERAL

- No cancellations will be accepted.
- Payment for each ad is due within 30 days of the issue release date.
- Any costs incurred by the *Journal* as a result of an advertiser not conforming to stated mechanical requirements will be billed to the advertiser.

PAYMENT

- Checks should be made payable to the Association of Government Accountants (AGA).
- Visa, MasterCard, American Express and Discover cards are accepted.

MECHANICAL REQUIREMENTS

Spread w/ bleed	17" × 11 1/4"
Spread	16 1/2" × 10 3/4"
Full page w/ bleed	8 1/2" × 11 1/4"
Full page	7 1/4" × 9 3/4"
1/2 horizontal	7 1/4" × 4 7/8"
Magazine trim size	8 1/4" × 10 3/4"
Bleed size	8 1/2" × 11 1/4"
Live area	7 1/4" × 9 3/4"
Color	4 color (CMYK)
Binding	Saddle-stitched
Line screen	175

To avoid loss of copy as a result of binding or trimming, keep essential elements within the live area (at least 5/8" from the top, bottom and outer edges).

Mechanical Specifications

Advertisements and images for the *Journal* must be prepared for four-color process printing. Please provide your advertisement as a high-resolution PDF with bleed and crop marks. The recommended setting is PDF/X-1a (Acrobat Distiller or InDesign). You may also send as final art your collected InDesign files, including all image files, logos and true type fonts (no postscript fonts).

Images should be saved as TIFF and/or EPS files generated in PhotoShop or Illustrator. Images for color process should be CMYK only. All collected InDesign submissions must include a low resolution PDF composite of the entire article (including images) for reference. Email packaged files containing the original design file, images, fonts and PDF to journal@agacgm.org. In the subject line of your email message, please indicate the issue(s) your article is to appear in. If your file is too large to send via email contact journal@agacgm.org for alternate methods of delivery. For more information, please contact journal@agacgm.org.

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AGA Corporate Partner Non-corporate Partner

Billing Contact Same as Primary Contact

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Artwork Contact Same as Primary Contact

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Specifications

Frequency

1x 4x

Issue(s)

Spring 20____ Summer 20____ Fall 20____ Winter 20____

Size

Spread Full 1/2 Horizontal

Premium Placement

Inside Front Cover Inside Back Cover Back Cover

COST PER INSERTION

Cost Per Insertion _____ \$

Total Amount Due _____ \$

PAYMENT

Payment due within 30 days of the billing date. Please send checks to:
Accounts Payable – Journal, AGA, 2208 Mount Vernon Ave., Alexandria, VA 22301

Please bill me (checks payable to AGA).

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Please charge my credit card per issue.

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Signature _____ Date _____

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This contract represents the entire understanding of the parties and may not be amended except by further written agreement signed by both parties. This contract shall be governed by the laws of the Commonwealth of Virginia. Any dispute between the parties shall be submitted to binding arbitration in Alexandria, Virginia pursuant to the Commercial Rules of the American Arbitration Association. The parties will bear their own costs. Any award may be submitted to a court of competent jurisdiction for enforcement.

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This signature indicates we agree to the rules, regulations and policies outlined in this media kit, as well as those on the AGA website that pertain to our purchase.

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Journal of Government Financial Management
Email: journal@agacgfm.org or Fax: 703.548.0202

Artwork file submissions
should be sent to journal@agacgfm.org