

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.

UPCOMING EDITORIAL CALENDAR

Fall 2021: Control the Risk!

Government financial professionals recognize when it is time to spend resources and protect assets, it is all about risk. What do we need to know about technology, data analytics, internal controls, fraud detection and prevention, and leadership to be effective risk managers? What are the challenges and solutions? How do we change risk culture? Does risk management differ during disasters or differ among federal, state, and local organizations? Given limited budgets, how do we rank risk management objectives? How can leadership set the tone for strengthening controls and governance?

Submission deadline: June 1, 2021

Winter 2022: Value Creation in Government

The modernized government aims for more collaboration among departments and levels of government and for greater value to the American taxpayer. While value creation is typically considered in the private sector, what does it look like in government? How can we measure value in government services, beyond cost and performance, and who validates the measure? How can government financial leaders serve as value architects for their organizations.

Submission deadline: Sept. 1, 2021

2022–2023: Government after the Pandemic

COVID-19 significantly impacted Americans' lives and may have permanently changed them in many ways. The *Journal* will devote the entirety of Volume 71 to themes, ideas and lessons learned from the pandemic.

Spring 2022: Government After the Pandemic — Transitions

By the submission deadline, the new presidential administration will have been on the job for 10 months; wide distribution of COVID-19 vaccines is expected; and other culture changes will appear. What do you see in your work, in the profession, or in yourself? How did the pandemic influence the way we work together? How did broader cultural impacts come into play? How does the public sector help the American public transition to post-pandemic life?

Submission deadline: Dec. 1, 2021

Summer 2022: Government After the Pandemic — Workforce Impacts

Submission deadline: March 1, 2022

Fall 2022: Government After the Pandemic — Financial Impacts

Submission deadline: June 1, 2022

Winter 2023: Government After the Pandemic — Public Sector Integration

Submission deadline: Sept. 1, 2022

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 2021	July 1, 2021	Aug. 2, 2021	Oct. 2021
Winter 2022	Oct. 1, 2021	Nov. 1, 2021	Jan. 2022
Spring 2022	Jan. 3, 2022	Feb. 1, 2022	April 2022
Summer 2022	April 1, 2022	May 2, 2022	July 2022
Fall 2022	July 1, 2022	Aug. 1, 2022	Oct. 2022
Winter 2023	Oct. 3, 2022	Nov. 1, 2022	Jan. 2023

CORPORATE PARTNER, GOVERNMENT AGENCY AND EDUCATIONAL INSTITUTION ADVERTISING RATES

	1x	4x*
Spread	\$4,950	\$4,650
Back cover	\$4,290	\$3,645
Cover 2	\$3,895	\$3,310
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)

	1x	4x*
Spread	\$5,450	\$4,875
Back cover	\$4,719	\$4,010
Cover 2	\$4,285	\$3,641
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@agacfm.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@agacfm.org for alternate methods of delivery. For more information, please contact journal@agacfm.org.

Contact Information

Primary Contact

Name _____

Company _____

Title _____

Address _____

City _____ State _____

ZIP Code _____

Phone _____

Email _____

AGA Corporate Partner Non-corporate Partner

Billing Contact Same as Primary Contact

Name _____

Company _____

Title _____

Address _____

City _____ State _____

ZIP Code _____

Phone _____

Email _____

Artwork Contact Same as Primary Contact

Name _____

Company/Agency _____

Phone _____ Fax _____

Email _____

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).

Insertion Order Number _____

Please charge my credit card per issue.

Visa MasterCard American Express Discover
Cardholder _____

Account Number _____

Expiration Date _____

Signature _____ Date _____

AGENCY/CLIENT ACCEPTANCE

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.

Name _____ Date _____

Company _____

Authorized Signature _____

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.

RETURN TO

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

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