

# Journal

OF GOVERNMENT FINANCIAL MANAGEMENT®

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%

## 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](http://www.agacgfm.org).

## UPCOMING EDITORIAL CALENDAR

### Spring 2025: Preparing for the Future of Government

With fewer available accountants, how can organizations best attract and retain financial management staff? How are they using technology to streamline processes, reduce cost, detect fraud, improve accuracy, increase transparency or enhance security? how will they handle external factors and economic and demographic trends going forward?

**Article submission deadline: Dec. 3, 2024**

### Summer 2025: The Government's Fiscal Condition

The government's financial health has far-reaching effects for a multitude of stakeholders. What is the federal fiscal condition, and is it sustainable? How can we better understand this condition and communicate it to the public? What are the implications for state and local governments?

**Article submission deadline: March 3, 2025**

### Fall 2025: AGA's 75th Anniversary

This will be a special edition for AGA's 75th anniversary.

**Article submission deadline: June 3, 2025**

### Winter 2026: Financial Technology and Innovation

Technology continues to advance at an unprecedented pace, with innovations including AI dominating public discourse and changing how we view work. How should financial leaders plan for and implement these technologies? What innovations might incite the greatest changes and, conversely, what risks might follow?

**Article submission deadline: Sept. 3, 2025**

### Spring 2026: Building Effective Relationships with Stakeholders

Governments' ability to effectively operate depends significantly on their relationships with citizens, employees, vendors, financiers and other stakeholders. How can government leaders best build these meaningful relationships? What are the benefits of stronger stakeholder engagement? How could stakeholders on either side collaborate more effectively to overcome inherent challenges?

**Article submission deadline: Dec. 3, 2025**

# 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
Spring 2025	Jan. 2, 2025	Feb. 3, 2025	April 2025
Summer 2025	April 1, 2025	May 1, 2025	July 2025
Fall 2025	July 1, 2025	Aug. 1, 2025	Oct. 2025
Winter 2026	Oct. 1, 2025	Nov. 3, 2025	Jan. 2026
Spring 2026	Jan. 5, 2026	Feb. 2, 2026	April 2026

## CORPORATE PARTNER, GOVERNMENT AGENCY AND EDUCATIONAL INSTITUTION ADVERTISING RATES

	1x	4x*
Spread	\$5,940	\$5,580
Back cover	\$5,150	\$4,375
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Cover 3	\$4,430	\$3,775
Full page	\$3,565	\$3,130
1/2 horizontal	\$2,660	\$2,375

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

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Spread	\$6,540	\$5,850
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Cover 2	\$5,140	\$4,370
Cover 3	\$4,870	\$4,150
Full page	\$3,920	\$3,445
1/2 horizontal	\$2,925	\$2,615

\* 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 ¼"
Spread	16 ½" × 10 ¾"
Full page w/ bleed	8 ½" × 11 ¼"
Full page	7 ¼" × 9 ¾"
1/2 horizontal	7 ¼" × 4 7/8"
Magazine trim size	8 ¼" × 10 ¾"
Bleed size	8 ½" × 11 ¼"
Live area	7 ¼" × 9 ¾"
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@agacgfm.org](mailto:journal@agacgfm.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@agacgfm.org](mailto:journal@agacgfm.org) for alternate methods of delivery. For more information, please contact [journal@agacgfm.org](mailto:journal@agacgfm.org).

## Contact Information

### 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:  
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☐ Please bill me (checks payable to AGA).

Insertion Order Number \_\_\_\_\_

☐ Please charge my credit card per issue. Please contact the following for payment information:

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## 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.

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Artwork file submissions  
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