

## Editorial and Readership Profile

The annual *IFTA Journal* publishes original, well-documented papers and articles on a diverse range of topics related to the technical analysis of financial and commodity markets.

The *Journal* provides colleagues and interested persons with continuing education in Technical Analysis (TA). The broad editorial content helps colleagues remain informed of the developments and leading body of work in Technical Analysis.

The *IFTA Journal* is the only international journal of technical analysis reaching a global audience of interested and dedicated practitioners of TA throughout the financial community. It is received and read by Analysts, Fund Managers, Financial Writers and other decision makers throughout the international financial industry.

The *IFTA Journal* is the key print publication distributed worldwide to over 7000 IFTA colleagues and delegates at the yearly IFTA International Conference.

At selected meetings and seminars, the *IFTA Journal* will be promoted and distributed, building awareness, visibility and providing extra exposure for your message.

## Circulation and Readership

**Total Circulation**..... 10,000 (ca. 7000 through paid membership dues)

**Coverage**..... Worldwide

**Readership served**..... Institutional Analysts, Account Mangers, Fund Managers, Investors and Students

**Publication Schedule**... Fall 2012

## Editorial Committee and Staff

**Editor in Chief**..... Rolf Wetzler

**Staff**..... Linda Bernetich






## Organizational Affiliation

International Federation of Technical Analysts, Inc.  
9707 Key West Avenue, Suite 100  
Rockville, MD 20850 USA

**Telephone**..... +1 (240) 404-6508

**Email**..... [admin@ifta.org](mailto:admin@ifta.org)

## Advertising Rates (pricing in USD)

	<b>Full Page</b>	\$ 1,200.00
	<b>2/3 page</b>	\$1,056.00
	<b>1/2 page</b>	\$823.00
	<b>1/3 page</b>	\$545.00
	<b>1/4 page</b>	\$300.00

## Preferred Position Rates

<b>Backcover (cover 4)</b>	\$1,800.00
<b>Inside back (cover 3)</b>	\$1,500.00
<b>Inside front (cover 2)</b>	\$1,300.00

## 2012 Issue Deadline Date

May 31, 2012

## Material Specifications

Full page ad format = 8.5" x 11" (215 x 280mm). 300dpi JPEG, Tiff, EPS, or PDF files are acceptable.

## Printing

Perfect binding Journal/Book Format, 8.5" x 11", 80# gloss weight. Aqueous Coating on covers. (This is a clear water based coating that adds a high gloss finish and additional protection to the *Journal*, and will give your printed advertisement a richer look.)

## General Information

### Principles Governing Advertising in the *IFTA Journal*

These principles, developed jointly by the editorial committee of IFTA, are applied by the International Federation of Technical Analysts (IFTA) to ensure adherence to the highest ethical standards of advertising and to determine the eligibility of products and services for advertising in IFTA print and electronic publications.

As a matter of policy, IFTA will sell advertising space in its publication when the inclusion of an advert does not interfere with the mission or objectives of IFTA.

The appearance of advertising in IFTA publications is neither a guarantee nor an endorsement by IFTA.

### Advertising Acceptance Policy

All advertisements must be submitted in writing. Advertising is subject to approval by IFTA. All advertisements must be non-discriminatory and comply with all applicable laws and regulations. IFTA reserves the right to decline, withdraw and/or copy edit at our discretion. Every care is taken to avoid mistakes, but responsibility cannot be accepted for clerical or printer's error.

### Payment

Prepayment by check, credit card (Visa, Master Card) or wire transfer is required for all ads. Bank details will be provided to you upon request.

### Cancellation and Changes

We will send out an acknowledgement confirming your order. You will be required to check that your ad and scheduling are correct. Any changes, cancellations or corrections must be communicated to IFTA in writing, by fax, e-mail or mail, prior to the submission closing date.

### Orders, Materials & Payment

Please send all orders, materials, payments and related communications to IFTA at the address above.