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. 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 technical analysis throughout the financial community. It is read by analysts, fund managers, financial writers and other decision-makers throughout the international financial industry.

The IFTA Journal is distributed online, and a print copy is provided to IFTA colleagues and delegates at the annual IFTA International Conference, building awareness and visibility and providing extra exposure for your message.

Circulation and Readership

Total Circulation: Published online
Coverage: Worldwide
Readership served: Institutional Analysts, Account Managers, Fund Managers, Investors and Students
Publication Schedule: December

Editorial Committee and Staff

Editor: Dr. Rolf Wetzer  Staff: Linda Bernetich

Organizational Affiliation

International Federation of Technical Analysts, Inc.
1300 Piccard Drive, Suite LL 14
Rockville, MD 20850 USA

Telephone +1 (240) 404-6508
Email journal@ifta.org

Issue Deadline

June 30

Material Specifications

Full-page ad format = 8.5” x 11” (215 x 280 mm) 300 dpi JPG or PDF. Include crop marks and room for bleed.

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 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 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 advertising 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 American Express) or wire transfer is required for all ads. Bank details will be provided to you upon request.

Cancellations 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 or by fax, email or mail prior to the submission closing date.

Advertising Rates (pricing in USD)

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back cover (cover 4)</td>
<td>$1,800.00</td>
</tr>
<tr>
<td>Inside back (cover 3)</td>
<td>$1,500.00</td>
</tr>
<tr>
<td>Inside front (cover 2)</td>
<td>$1,300.00</td>
</tr>
<tr>
<td>21 x 28 cm, Full Page</td>
<td>$1,200.00</td>
</tr>
<tr>
<td>18 x 18 cm, 2/3 page</td>
<td>$1,056.00</td>
</tr>
<tr>
<td>18 x 12 cm, 1/2 page</td>
<td>$823.00</td>
</tr>
<tr>
<td>12 x 18 cm</td>
<td></td>
</tr>
<tr>
<td>18 x 8 cm, 1/3 page</td>
<td>$545.00</td>
</tr>
<tr>
<td>6 x 25 cm</td>
<td></td>
</tr>
<tr>
<td>8.5 x 8 cm, 1/4 page</td>
<td>$300.00</td>
</tr>
</tbody>
</table>

Orders, Materials and Payment

Please send all orders, materials, payments and related communications to IFTA at admin@ifta.org.