INSIDE:
All the answers you need.

What defines INK magazine?

What benefits will INK provide the advertiser?

The proof.

How to get started.

Cost, rate and technical information.

ALSO:
Current issues of INK Magazine

Upcoming trade show information!

What can INK do for you?
MAXIMIZE YOUR SALES TO THE FREE PAPER INDUSTRY
What can INK do for you?

INK CAN MAXIMIZE YOUR SALES TO THE FREE PAPER INDUSTRY

Wendy MacDonald
Marketing Representative
INK MAGAZINE

3105 Camino Del Arco • Carlsbad, CA 92009
Office: 913-461-3721
Email: Wendy@afcp.org
INK OFFERS PROOF.

INK’s readership survey results show that:

- 100% are interested in product information.
- 97% are interested in legal issues.
- 100% of INK readers are interested in the purchasing process.
- 92% are interested in price comparisons for major suppliers.

EVERY MONTH Free Paper INK is delivered to the publishers and managers who make buying decisions for their papers.

From 5,000 circulation family-owned to Fortune 500 companies, INK delivers industry news and articles that assure readership.

Present your product or service in INK and you’ll be sure to capture the attention of this select audience.

100% of your money working for you.

www.freepaperink.com • www.freepaperink.com • www.freepaperink.com •
HOW DO I ADVERTISE?

Advertising in FREE PAPER INK

ADVERTISING SPECS:
Please provide all ad material in a PDF format with fonts embedded. Either e-mail directly to INK Magazine: wendy@afcp.org if the file does not exceed 2MB. Otherwise, contact the office.

PHOTO SUBMISSIONS:
Unretouched digital or scanned photos at a minimum of 300 dpi will be accepted.

AD SIZES:
EIGHTH PAGE:  3-5/8” X 2-5/16”
QUARTER PAGE:  3-5/8” X 4-7/8”
HALF PAGE:  7-1/2” X 4-7/8”
FULL PAGE:  7-1/2” X 10”

DEADLINES: All ad materials are due by the 25th of the month that falls six weeks before the date of publication. For example- January ads due by November 25th.

TERMS AND CONDITIONS:
All advertising is prepaid. Net 30 terms may be extended with approved credit. Please submit a completed credit application for review by the publisher.

PUBLISHER RESERVES THE RIGHT TO REJECT AND CANCEL ANY AND ALL ADVERTISING WITH OR WITHOUT CAUSE.
**ADVERTISING RATES**

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**INK CLASSIFIED ADVERTISING RATES:**

Up to 30 words $25 per issue. (additional words, 90 cents per word)

**DISCOUNTS:** 10% off for 5 months 20% off for 10 months.

**CONTACT:**
Phone: 877.203.2327
Fax: 781.459.7770
E-mail: loren@afcp.org

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Reach the ENTIRE Free Paper Industry in ONE Conference!

REACH THE ENTIRE FREE PAPER INDUSTRY by attending just one conference! AFCP’s annual Conference and Trade Show brings owners, publishers and general managers from across the country to network, share ideas, and importantly for you, meet with suppliers and research new technologies, products and service.

What an excellent venue to Showcase your products and services! Every year as AFCP raises the bar for excellence, attendance increases.

AFCP hosts only one Trade Show per year, so don’t miss your best opportunity to meet the leaders of the free paper industry.

YOUR BENEFITS INCLUDE:
- Trade show areas are always organized to maximize interaction with attendees
- A special face-to-face meeting time for attendees will be held at the beginning of each conference.
- 30-minute breaks during the conference allow time to meet potential customers and "work the hallways”.
- Pre-conference advertising in Free Paper INK
- Pre-Conference contact information for all registered attendees.
- Participation in the largest, educational and entertaining event in the free paper industry.
- Sponsorship Levels to fit Your Budget
- Additional Marketing Opportunities.
- Preferred Location for early registrants.

“THE AFCP TRADESHOW IS ESSENTIAL FOR ANY VENDOR TO THE FREE PAPER INDUSTRY. HIGH CONFERENCE ATTENDANCE, ENTHUSIASTIC TRADE SHOW PARTICIPATION, AND LOTS OF DECISION MAKERS COMBINE FOR A GREAT OPPORTUNITY TO SHOW PUBLISHERS HOW YOU CAN HELP THEIR BUSINESS.”

— Tim Bingaman, President & CEO, Circulation Verification Council
INK is a publication of the Association of Free Community Papers.

AFCP represents over 1,500 community publications with combined circulation exceeding 8 million homes.

AFCP coordinates national marketing, education and networking opportunities for free paper publishers and advertisers.

AFCP HEADQUARTERS: PHONE: 877.203.2327
E-MAIL: AFCPOFFICE@AFCP.ORG  WWW.AFCP.ORG