

Newsletter/Web Advertising FAQ

How do I place an Ad for publication in the GFOA Newsletter?

Complete the Ad Contents form AND the Insertion Order form, then

- 1) fax them to GFOA, Attn: Employment Ads at 312/977-4806, or
- 2) scan and e-mail them to: employmentads@gfoa.org.

PLEASE NOTE: The forms are in PDF format and do not save. If you intend to e-mail the forms, you must scan them first in order to save the information before you e-mail them to GFOA.

Where can I obtain the Ad Contents form and the Insertion Order Form?

Please use the following links: [Ad Contents Form](#) [Insertion Order Form](#)

When is the deadline?

The **deadline** to receive your completed Ad Contents and Insertion Order forms is either the first or the third Friday of the month, one full week prior to publication.

The *Newsletter* is **published** on the second and fourth Fridays of every month.

Please refer to the [2010 Publication Dates/Deadlines form](#) for specific deadline and publication dates.

How much does it cost?

\$150.00 for **active** GFOA members;
\$250.00 for **associate** GFOA members; and
\$500.00 for **nonmembers**.

The publication costs are per GFOA *Newsletter* issue, per ad. (i.e., two separate ads or two requested publication dates will require two payments.)

****NOTE: IF YOU SEND IN AN AD THAT REQUIRES EDITING (i.e., that does not use our required forms), THE PRICE WILL INCREASE AN ADDITIONAL \$150 PER AD AS FOLLOWS:**

- from \$150 to \$300 for members;
- from \$250 to \$400 for associate members; and
- from \$500 to \$650 for nonmembers.

How do I know if I'm a member?

You must indicate if you are an individual or agency member on your Insertion Order form. We will **always** verify the information that you submit and contact you with any questions that we may have. **INCOMPLETE ORDERS WILL NOT BE PUBLISHED.**

I'm an ad agency, but the advertiser is a member – which rate do we use?

If the advertiser is a member, they get the member rate. But there is no agency discount.

Is there an agency discount?

NO

Must it be prepaid?

We prefer prepayment by credit card or check. But if that is impossible, you must supply a Purchase Order in order to be billed.

If paying by check, you must send the check and completed forms to the GFOA's lock box (GFOA, Dept. 77-3076, Chicago, IL 60678-3076). But **please also fax** a copy of the check and the order forms (Ad Contents and Insertion Order) to GFOA at 312/977-4806 to avoid missing the deadline.

Can I have it just posted on the Web, not in the *Newsletter*?

Yes, but you must indicate "Web only posting" on your Insertion Order form AND provide the date that you want to have the ad posted. **The charge is still the same - there is no fee discount for Web posting only.**

How long will it be on the Web?

Online postings follow the same schedule as the GFOA *Newsletter* publication dates. Please refer to the [2010 Publication Dates/Deadlines form](#) for specific publication dates.

How many lines can it be?

Refer to the Ad Contents form.

Where can I see a sample ad?

See GFOA's Web site under "[Employment Ads](#)" for examples.

Where can I see my published ad?

You may view your employment ad on the [GFOA Web site](#).
Ads will be posted here on the publication date and not before then.

Can you call me to verify that you received my ad?

We apologize, but due to the heavy volume of ads submitted, the GFOA is unable to confirm receipt of ads. All completed orders will be prepared for publication as directed.

Can I see the ad before it runs?

We don't normally do that, but if you put a note on your Ad Contents form that you want to see the ad before it runs and give us your e-mail address, we will make sure to e-mail you a draft before it is published.